Miami-Dade
Public Library System

MIAMI-DADE
COUNTY

www.mdpls.org

Beyond 2014
A Position Paper

Executive Summary

The Miami-Dade Public Library System (MDPLS) of 2014 is a vibrant community learning center that provides residents equal access to technology and information. We support the pursuit of lifelong learning through our services, programs, and collections. All 49 branch libraries are inviting, people-friendly places that are community anchors delivering cultural programs and engaged in public/private partnerships.

System-wide, the libraries welcome over 8.2 million visitors and 4.7 million website "hits" each year, circulate 8.1 million books or other resources, provide 1.67 million one-hour computer sessions, and offered 7,177 cultural and educational programs.

The Library is a vital part of this community. It is a user-centric government department that evolves and adapts in order to provide the resources, services, and programs needed by this community. As we look beyond 2014, MDPLS is positioned to respond to the following trends and future challenges affecting public libraries:

TRENDS	CHALLENGES	MDPLS RESPONSES
Technology in the Library	Rapid change in technology; bridging the digital divide; rapid increase in popularity of eBooks.	Expanding offerings of electronic resources, and devices (eBooks, eMusic, apps, eReaders, and tablets such as iPads), for public use, providing instruction to improve digital literacy, and increasing bandwidth to keep pace with demand.
Library as a Learning Institution	Recognizing the public library as a lifelong learning-centric institution; valuing the commingling of content (print, non-print, electronic) with staff expertise; a key to a community's economic success.	Focusing on 21st century skills, job-finding skills, early literacy, teen engagement/learning, senior enrichment programming, and adult literacy; providing opportunities for patrons to become not just consumers of information but active creators as well.
Library as a Civic Institution	Positioning the library in a more active role of leadership for civic engagement; acting as a catalyst for community connections and dialog; offering accessible services and opportunities for diverse populations.	Identifying and promoting greater use of libraries as a venue for community dialog; building upon our experience with community groups and town hall meetings held by public officials; acting as a conduit for eGovernment.

Library as a Social Institution	Leveraging library's position as the "third place"; designing spaces to create ease of accessibility, configurability, and usability by the community;	Serving as a trusted and safe community gathering space; creating physical (not limited to library buildings) and virtual community places where people can connect, share ideas and experiences.
Public/Private Partnerships	Developing a multi-directional organizational culture that can adjust to constant and rapid change; seeking purposeful collaboration with diverse teams and organizations who have complementary interests and strengths to successfully deliver services, adding value to the community served.	Actively increasing the number of partnerships with public/private/governmental organizations to further enhance and expand services; implementing policies that will extend the library's position as a public/private use venue.

Introduction

The Miami-Dade Pubic Library System of 2013 is an award-winning vibrant community learning center. Unlike the book repositories of the past, the library provides a broad array of services to one of the largest and most diverse populations in the United States. Over 2.5 million residents of Miami-Dade County enjoy access to a collection of almost 4 million physical items, in a wide variety of formats and languages; a wealth of virtual resources that includes full-text access to magazines and newspapers, encyclopedias, business information, downloadable audio and video, and much more; and a high quality computer system and network consisting of approximately 1,850 public access computer workstations and 600 laptops with full Internet access. The Library System has 49 branches and 2 bookmobiles. The Library System's service area covers most of Miami-Dade County, a geographical area of 1,924 square miles.

The mission of the Miami-Dade Public Library System is to "maintain and improve public library services reflecting the informational, educational, and recreational needs of our diverse community." As an integral part of library services, library programs support the mission of the library by:

- Strengthening the role of the library as a vital part of the community

- Highlighting the collections and services of the library

- Promoting full and equal access to information

- Fostering the joy of reading and excitement about lifelong learning

- Promoting literacy and cultural awareness

- Offering training and assistance with new technologies

Library partnerships with government departments and agencies have become the norm for providing citizens with access to government services. People now go to the library for tax forms and assistance, town hall meetings, to renew their driver's licenses and to pick up a voter's registration form. Libraries host County elections; in 2012, 12 libraries served as early voting sites, and 15 provided a polling place on Election Day. In the future even more branches will be needed to ensure that all citizens have access to voting facilities without undue delays.

Even in today's digital world where vast amounts of information are readily available online, public libraries continue to play vital roles in and be valuable assets to their local communities. According to a 2011 Harris Poll, "Americans continue to value the importance of services provided by public libraries. In fact, when considering a list of 11 library services, two-thirds or more of the American public consider every factor to be very or somewhat important to them personally, surpassing the proportions in the 2010 study. The most highly valued services pertain to the provision of free information and services that promote education and lifelong learning. More than nine in 10 Americans (93%) believe that it is very important or somewhat important that library services are free, representing an increase of two percentage points from 2010."

The residents of Miami-Dade County clearly value their Library System; it continues to be heavily used. Last year, more than eight million visitors passed through the Library doors, and another five million visited the Library's website. The Library remains a vital part of this community because it is a user-centric government department that is able to change and adapt to provide the resources, services, and programs

most needed by this community. However, in order to continue to change and adapt to the needs of the community during today's economic climate, MDPLS must understand the trends and challenges affecting public libraries today. The use of technology, the educational, civic, and social roles the library fulfills, and the partnerships it must build are all significant trends affecting the Library in the years to come.

Library Trends and Initiatives

The Miami-Dade Public Library System (MDPLS) strives to provide equal access to information, ideas, and knowledge countywide. Using books, programs, technology, and other resources, MDPLS supports all citizens in their enjoyment of reading and lifelong pursuit of learning. MDPLS offers rich and current book collections, state-of-the art technology, and a community anchor in all its locations through cultural programs and public partnerships.

MDPLS operates the Main Library in Downtown Miami, five regional libraries, and 43 branch libraries. System-wide, the libraries receives over 8.2 million library visits and 4.7 million website "hits" each year, circulate 8.1 million books or other resources, provide 1.67 million one hour computer sessions, and offered 7,177 programming events fostering the cultural and social environment of Miami-Dade County.

Our Library offers early literacy programs throughout the year to teach the youngest children the value of books and reading, as well as programs for school-age children designed to help them with their school work. MDPLS has created the YOUmedia digital space for teens at our North Dade Regional Library. In 2014, the Library will continue to expand access to technology at library locations by adding programming, instruction, and software and by making infrastructure improvements to support these additional resources. MDPLS will also continue to expand offerings of downloadable audiobooks and eBooks for use on Kindles, Sony Readers, Nooks, and iPads, as well as downloadable music.

In a new survey of Americans' attitudes and expectations for public libraries, the Pew Research Center's Internet & American Life Project finds that what customers want the most out of their libraries are borrowing books, reference librarians to answer questions and the free access to computers and Internet. The following sections will address the most common trends affecting today's public libraries:

- Technology in the Library

- Library as a Learning Institution

- Library as a Civic Institution

- Library as a Social Institution

- Public Private Partnerships

Technology in the Library

Today's society is increasingly technology-savvy and able to access information in many ways. It demands quicker responses to queries in multiple formats (chat, text, e-mail, instant message). The introduction of new technologies is not new to libraries. The telephone, fax machine, video, computer, Internet, laptop, and now the eBook and tablet phenomenon all started as new technologies introduced into library practices. Libraries adapted and grew with each new technology, developing new ways to provide their services and using new platforms.

The digital library environment has changed the way citizens seek information and how libraries deliver it. Virtual reference services make it easier for citizens to access information from any computer or mobile device at convenient 24/7 availability. In this environment, libraries must have bandwidth to support all the digital activities that today's communities require.

Some of the challenges public libraries are facing is the speed in which the technology is now being introduced into the market and the lack of education the general public has with regards to technology and Internet resources. Libraries must refresh their hardware and software applications at a much faster rate than ever before while creating a balancing act with shrinking budgets. Library users expect the library staff to assist them with the new technology that supports digital content, such as eBook readers and mobile applications. The introduction of these new technologies into the mainstream has created a new digital divide. No longer are citizens simply asking to learn about computers or the Internet, but many citizens demand to learn to use other forms of technology (i.e., eBook readers, social media, and mobile devices). The new digital divide encompasses individuals with no computer skills to those that want more advanced training on the new technologies. Utilizing expertise that they themselves must gain, librarians have an important commitment to ensure customers feel comfortable using these new technologies and are able to differentiate between reliable and accurate sources from the vast amount of information available through the Internet.

Collection Development in the New Digital Age

The process of exchanging information has also changed as more information is being acquired in electronic formats available through the library's public access catalog, databases, and other online resources. In many ways the eBook frontier is still wild and untamed. The rapid increase in popularity of eBooks has stimulated increasing demand for them in libraries, but libraries only have limited access to eBooks because of restrictions and the high cost placed on their use by publishers. Several of the publishing giants have not been selling eBooks to libraries at all. Three of the so-called "Big Six" publishing houses impose a host of new restrictions that make eBooks far pricier than paper, and a couple of them embargo their sales so that newer bestselling titles are not available while the demand is high. This is a business problem for libraries—and for our citizens. Libraries have to prioritize and make budgetary decisions on how many and which resources to acquire in electronic instead of in print format.

MDPLS Initiatives
Technology in the Library

Computers

The Library offers visitors the choice of using desktop computers or laptops for two one-hour sessions per day. These devices are running on Microsoft Windows 7, are Internet-capable and equipped with Microsoft Office Suite 2010 (Word, Excel, PowerPoint, Access and Publisher). Currently the library has 1,167 desktop workstations, 657 laptops, 125 3M Express-Checkout Machines, 75 KidSmart computers, two full-service computer training labs and 62 printers available to the public. Last fiscal year the Library's public computers accounted for 1,641,306 sessions of computer usage from residents and visitors of this County. The Library also has 625 desktop workstations deployed for staff. All of our facilities offer free WiFi that bleed outside of our buildings so citizens can take advantage of Internet access even during the hours we are closed.

One of the challenges facing the Library is keeping up with current and emerging technologies. The Library must stay current with technology in order to continue to be a viable resource to all generations of patrons. MDPLS is in the process of employing tablets and eReaders in order to provide access and learning opportunities. Additionally, in 2013 MDPLS implemented a pilot program to investigate the use of gaming computers to attract teens to be users of all Library services and to provide a safe environment for them to interact with each other.

Furthermore, the demand and usage of the Library's Wi-Fi continues to expand and evolve. Today as the Internet becomes more sophisticated in terms of streaming and content and as more patrons bring in their own mobile devices, MDPLS' Internet bandwidth capacity is at its limit. In order to enhance the WiFi capability, the Library is in the process of upgrading wireless infrastructure and increasing the Internet bandwidth capacity.

Electronic Resources

The Library for years has invested and maintained a strong electronic resource presence. Our collection of electronic resources offers something for everyone–from interactive TumbleBook Library for children to language instruction like Mango Languages to the interactive learning platform, Learning Express. We currently offer the use of 112 databases or streaming sources on our website. These resources offer millions of full-text articles—available 24 hours/7 days a week to all residents with Library cards. They represent a one-stop source for news, periodical articles, and other resources on a wide range of topics: art, auto repair, business, careers, computers, current events, education, environmental issues, genealogy, healthcare, history, hobbies, humanities, investing, language instruction, law, literature, politics, science, social science, sports, technology, and many general interest topics.

One of the challenges the Library faces is that we rely on several different operating systems, devices, and vendors that are not always compatible. MDPLS currently offers fully digitized books in 15 different

subject areas. In addition, the Library contracts with the following vendors to provide eBooks and music to the citizens of this community.

- OverDrive is our primary supplier of adult full-service digital eBooks, audiobooks, and other digital content.

- Baker & Taylor's Axis 360 provides circulating digital books to our young adult & children customers.

- Freegal Music Service provides millions of songs from ten thousand labels from the labels of Sony Music Entertainment. They have tens of thousands of popular artists in hundreds of musical genres. This service eliminates the costs and headaches of circulating audio CDs.

In addition, last fiscal year the Library had 4,791,143 customers access our website for information, 5,082 questions were answered by electronic mail and another 1,003 customers were assisted through our Ask-a-Librarian live-chat portal.

Instruction

The Library last fiscal year offered 476 computer instruction classes. These classes were designed to help citizens become better acquainted with basic computing skills, emailing and Internet searching and safety. These classes reflect only the formal training sessions provided but do not account for all the informal tutoring and assistance Library staff provide daily throughout our facilities.

Collection Development

The Library offers almost 11,000 downloadable book titles to its cardholders. Almost 8,000 are in eBook format, and over 3,000 are in audiobook format. These titles are made available via the Library's online network. They are available to registered library users at remote locations via the Library's website and online catalog. When selecting eBooks, in addition to the general criteria for selection, the following criteria are taken into account: format, usage statistics, and price. The biggest two challenges faced in purchasing eBooks are the unavailability of bestselling titles from publishers who will not sell to libraries and the ratcheted cost of some of the publishers who will sell to libraries but at a premium price. Another challenge posed by the eBooks is for library patrons who are understandably confused by the various eBook platforms which may interact differently (or not at all) on various eReader devices.

Library as a Learning Institution

The true potential value for libraries is in the commingling of content and the expertise offered by Library staff to make the most of that content. In the new reality of today's knowledge economy, it is difficult to achieve economic success or enjoy a decent quality of life without a range of basic literacy, language, and technological skills. As increasing numbers of residents turn to digital books, Wikipedia, and other online tools for information and entertainment, there is a growing sense that the age of the public library is over. But, in reality, public libraries are more essential than ever.

For decades the library has stood as a center of knowledge, supporting the public's pursuits of lifelong learning. It houses a wealth of resources: a catalog of facts and stories that string together generations of experts and authorities. A visitor can browse the stacks and tangibly see the progression of our society. Libraries are viscerally connected to history. Learning happens in many ways and as libraries strengthens their digital media inventory to keep up with technological trends, their collections become more accessible and participatory. More and more citizens from all socioeconomic levels are turning towards libraries for help with these new devices and technologies. Libraries already have the key ingredients to transform their organizations into learning centric institutions.

Consider today's library as a physical form of the Internet—an open-source platform of resources and information but from reputable sources. While the Internet has made access to information easy, it has also created an information overload and a great deal of misinformation. Educating today's citizens on the reliability of information sources has become a priority for libraries.

Wikipedia and Google searches, while fundamentally easy, can lead to frustrating results. For example, a simple search on Google for "Library Trends" yielded 500,000,000 results (Figure 1) which are overwhelming. Another search using the key words "Breast cancer" yielded 250,000,000 results (Figure 2), and those listed first were paid advertisements. Yet another Google search looking for information on Raul Castro takes us to Wikipedia. When again did Raul move to Miami to have Cuban Coffee at Versailles Bakery? (Figure 3) This Wikipedia example demonstrates how anyone can manipulate and misrepresent information on the Internet.

Wise resource navigation, through these varying mediums, is a crucial skill of the 21st century, and libraries are excellently positioned to be a living laboratory for that—experientially as well as digitally. Using their expertise, librarians can design physical paths that model and teach how to wade through these layers of information. Instead of asking, "What will your library do?" ask, "What can your citizens do?"
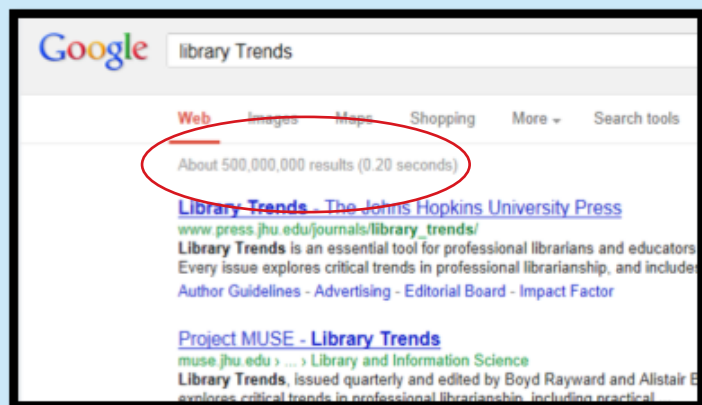
Figure 1: Google Search – Library Trends

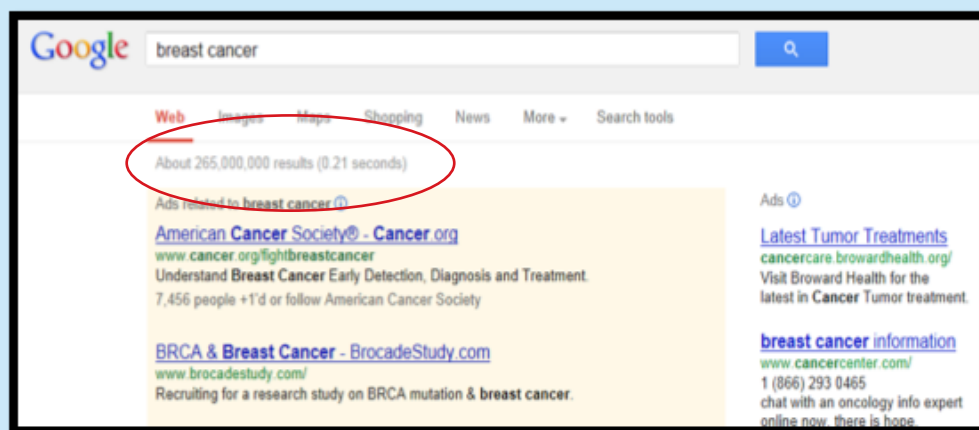**Figure 2: Google Search – Breast Cancer**

Figure 3: Google Search – Wikipedia Raul Castro

MDPLS Initiatives
Library as a Learning Institution

Reading Ready

Reading Ready is MDPLS's early literacy initiative. It was developed around Six Early Literacy skills that children need to know about reading and writing before they learn to read and write. Most of our programs for toddlers and children are designed around these skills development. In addition, we have created easy-to-follow instructions on each of the six skills for caregivers to continue modeling these language behavioral skills when they are away from the library. Last fiscal year, the library provided over 2,500 *Reading Ready* programs for babies, toddlers, and preschoolers.

Lifelong Learning Classes

Lifelong learning is the continued educational experience that utilizes non-credit academic courses, educational travel, and community service and volunteerism to fully engage the brain, heighten physical activity, and maintain healthy social relationships. Under our Lifelong Learning initiative, the Library offered last fiscal year the following programs: 50 adult literacy classes that focused on creative writing, 476 computer instruction classes, 114 language instruction classes, and 1,227 job search and resume classes. The Library also offered 276 Adult Summer Reading, 44 Teen Read Week, and many other culturally enriching programs throughout the year.

YOUmedia Miami

Miami-Dade Public Library System received a grant from the James S. and John L. Knight Foundation to establish the YOUmedia Miami space—building on the role of libraries as places of innovation and exploration by teaching teens to use technology. Media production is fun for teens, involving personal expression, and an activity to share with others. It also comes naturally to today's youth whose lives are thoroughly embedded with their digital tools. This program combines youth empowerment with leading approaches to learning by integrating modern technology. Some of the workshops offered include: Basic Digital Photography, Photo Editing, MAC Skills, Creative Writing, Music Projects, Animation, Digital Storytelling, and Digital Video Production. This initiative not only provides the technological resources but creates a public venue for showcasing their results. As of last fiscal year, the program had 212 registered participants of which 70% did not know how to use Adobe Photoshop; 34% had never used a MAC, and 32% did not have Internet at home.

Project L.E.A.D

(Literacy for Every Adult in Dade) is an adult literacy program designed to reach out to English-speaking adults who are functionally illiterate and have reading and writing skills that are inadequate to cope with the demands of everyday life. They struggle to or are unable to fill out forms, read to their children, or read the instructions on medicine bottles. Project L.E.A.D. provides free, one-on-one, confidential tutoring to help improve their reading and writing skills. We match adult learners with volunteer tutors who help them achieve self-determined literacy goals. Last fiscal year, the program assisted over 450 residents utilizing approximately 300 tutors.

Jump Start

Jump Start is a "story time kit program to go" for all licensed preschool and kindergarten childcare centers. The kits contain all the tools to present fun, high quality story times on a variety of themes. Each kit includes books, finger plays, a flannel-board story, a puppet, and a music cassette tape or CD. Jump Start is available to all eligible preschool and kindergarten childcare centers that are physically located within the library's taxing district. The center may be either a private, public or church school. Parent co-ops, licensed family care providers, and homeschoolers can also participate. As of last fiscal year, the Library had approximately 615 childcare centers registered for the program and checked-out 2,960 story-time kits.

Writer-in-Residence

The 2012 Young Adult Writer-in-Residence program was designed to encourage teens, 12-18, in the creative writing process during a three-month residency which ran from September through November 2012. The author mentored 20 teens assisting them to develop their writing skills and provided critique and feedback on short stories, poems, plays and novels. The program was made possible through the generous support of the Knight Foundation.

Library as a Civic Institution

Over the past decade, public institutions have become increasingly concerned about and committed to strengthening the foundations of community and civic engagement—volunteering, voting, participating in civic and social organizations, engaging in activities that strengthen community, participating in public dialogues and problem solving sessions, and working to make a difference in their communities. Local government leaders, in particular, have broadened their approaches to engaging citizens by moving from traditional representative governance to democratic governance where citizens work directly with public officials in participatory, inclusive, deliberative, and collaborative ways.

Public libraries are ideal community and civic engagement leaders and partners in democratic governance because they are trusted, stable, apolitical, and positive. Libraries are community anchors and centers of information distribution for Federal, State and Local information. They also act as depositories for government documents. They also bring substantial community assets to civic action, including physical space, technology resources, knowledgeable and skilled staff, connections to influential community groups, and a history of successful and valued performance. Perhaps most important, libraries are already at the heart of the community, and civic engagement is at the heart of where the public library is going in the 21st century.

Libraries already serve as a bridge for civic and community connections by offering a range of easily accessible services and opportunities for diverse populations. In addition, libraries ensure equal access to important community services, which draws in disenfranchised and disengaged populations. From programs for the homeless, youth-at-risk, the unemployed, senior citizens, and new immigrants to partnerships with government officials that connect residents with state and local elected leaders, libraries demonstrate that everyone is part of the community. Creating connections with the disengaged is an important step in broadening community-wide civic engagement, and libraries are particularly well positioned to lead this effort.

Yet, despite the assets, resources, and experience that libraries bring to the table, they are rarely seen as community and civic engagement leaders. The challenge for today's libraries is positioning themselves in a more active role of leadership for civic engagement. Local governments need to be asking, "How can the library be a civic catalyst?"

MDPLS Initiatives
Library as a Civic Institution

The Library plays a crucial role in the process of creating civic engagement in a community. Last fiscal year, the 18 Citizenship classes and 194 Community Resource programs ranging from tax assistance to senior resources were offered. Our facilities were also used to host town hall meetings and for particular need forums by Federal, State, County and municipal departments.

eGovernment & More

Libraries have always played an important role in ensuring free and open access to the world's knowledge, including information and resources for connecting with government agencies at all levels. Thanks to the E-Government Act of 2002 and other state, local and federal government initiatives, the roles of public libraries as

- an online access point,

- a place for learning to navigate computer and Internet resources, and

- a trusted source of information

has become more vital in communities nationwide. Citizens come to our facilities around the County either to use our computers or for assistance in completing numerous government forms and applications (taxes, unemployment, welfare, food stamps, Social Security/Medicare/Medicaid benefits). Since the recession, librarians have seen a shift not only in the number of applicants but also in the demographic make-up of the group. Citizens of every age group are approaching our facilities from different walks of life – lawyers, teachers, paralegals, construction workers, hospitality workers, etc.—all out of work needing to use a computer to file for unemployment.

In addition to assisting and providing resources for the electronic completion of government forms, the Library supports many local, state and Federal programs. Hard-copy tax forms, voter's registration, applications for Section 8, and other housing assistance programs are all distributed throughout our facilities.

Election Sites

Libraries as civic institutions serve as part of the elections infrastructure in the community. Last year 12 facilities were used for early voting and 15 were used as polling centers on Election Day. The elections included City of Miami, City of Miami Beach, Primary Preferential Election, Primary Election, and the Presidential Election. Additional library facilities are expected to be utilized as polling places in the future.

Government Depository

The Miami-Dade Public Library is a viable access point for other organizations to distribute information into our community. We are a Federal Document Depository Library, Patent & Trademark Resource Center and Foundation Center. As part of our collection, we have selected FEMA documents for the Community Rating System (CRS) Program which grants a discount of 25% on the flood insurance premiums for properties located in flood zones in the unincorporated area. We also act as a depository for State and local government documents.

Florida Licensing on Wheels

This service currently offered once a month at our Coral Gables Branch provides a convenient method for citizens to renew a driver license, obtain a replacement driver license, change a name or address on a driver license, get an identification card, renew a vehicle registration, and purchase a specialty license plate. They also offer critical safety services such as emergency contact information registration and safety campaigns by the Florida Highway Patrol.

Library as a Social Institution

The library also serves as a crossroads and gathering place for community members. The rise of social media and an emphasis on collaboration in the professional and educational worlds has reinvigorated the social animal in all of us. Society has rediscovered the value of capitalizing on every brain and combining ideas to create a whole that is greater than the sum of its parts. While virtual opportunities for this abound, we need physical places as well.

The library can be an oratory center as well as a literary one. Citizens can learn from interacting with fellow community members, experiencing a more in-depth and personal encounter with information through live recounting of events and personalized explanations. Libraries offer programs that harness this social capital. The Library can also leverage its position as a "third place"—an alternative to home and work or school. Visitors to the library are able to act in ways that are restricted in other types of prescriptive environments. In the library, third-place learning can happen at one's own pace and can follow one's own interests. It also means interaction and relationships can evolve organically between library staff and citizens and between citizens and citizens. And, especially important for youth, it allows an individual to experiment with and negotiate one's identity.

Traditional library facilities were built to meet the needs of solitary readers and researchers and therefore had no accommodations for different modes of work and leisure. In many of those branches, rows of open-stack shelves surround just one main reading room, forcing quiet solitary workers to coexist with people working in groups or using relatively noisy instruments such as laptops, mobile devices and copy machines. Successful newer buildings, by contrast, find ways to incorporate different types of spaces. New spaces are designed and configured to create ease of accessibility and usability by the community. These new layouts are characterized by more open space and mobile book shelves.

MDPLS Initiatives
Library as a Social Institution

The mission of the Miami-Dade Public Library System is to "maintain and improve public library services reflecting the informational, educational, and recreational needs of our diverse community." As an integral part of library services, library programs support the mission of the library by:

- Strengthening the role of the library as a vital part of the community

- Highlighting the collections and services of the library

- Promoting full and equal access to information

- Fostering the joy of reading and excitement about lifelong learning

- Promoting literacy and cultural awareness

- Offering training and assistance with new technologies

Last fiscal year the Library offered 7,177 events creating a social meeting environment that allows citizens of all ages and socioeconomic levels of the community to come together, interact, and bond.

YOUmedia Miami

The design of this initiative is based on research findings that young people participate with digital media in three ways: hanging out, messing around, and geeking out. HOMAGO (Hanging Out, Messing Around, Geeking Out) represents three distinct types of interest-driven activities and emphasizes designing for collaborative activity, peer learning, and mentoring relationships. Our teen media lab embodies this new method of teaching that allows youths to develop their skills and learn by socializing.

(needs additional tie-in to social aspects)

Lifetime Living through Art

Lifetime Living through Art is a series of workshops by local teaching artists for seniors 55 and over. The projects were selected by the seniors based on their interests determined by surveys conducted at the local branch level (drawing, quilting, photography, painting, and jewelry making). Sponsored by the MetLife Foundation Creative Aging Libraries Project, the program is made possible by a grant from the MetLife Foundation in partnership with MDPLS, Lifetime Arts Inc., and the American Library Association's Public Programs Office. These workshops are free and provide seniors with an opportunity to both socialize and develop their artistic skills. They create a community meeting place where people can connect, share ideas and experiences. At the end of each workshop series, participants will share their creations during a new artistic showcase.

The International Art of Storytelling

The International Art of Storytelling (AOS) program is the Library's Signature Event. It was created in 2000 to highlight the important role that storytelling plays in education, culture, and entertainment. This ancient tradition carries the rich histories and values of past generations and is as vital today as it was thousands of years ago. Over the last 12 years, the Library System has partnered with libraries from around the world and provides an opportunity for Miami-Dade Public Library officials and staff to visit libraries in other countries as a way to explore ways in which those libraries use storytelling as a literacy tool. It also allows them to gather new techniques and ideas to enhance library services and programming.

Last year's activities and attendance are as follows: Teen Gaming Competitions (2,012 participants), Tales Under the Stars at 8 locations around the County (749 participants), Story Slams (266 participants), Reading Around the World – Literary Art Series (365 participants), Mini Festivals (1,450 participants), Storytelling Professional Workshops (122 participants) and Family Festival Day (6,500 participants). The International Art of Storytelling Family Festival Day is an innovative program that enlightens, entertains, and sets into motion a world driven purely by imagination.

Teen Safe Space

Young adults are not an easy age group to engage and maintain as customers but the Library has designed and created innovative programs (StorySlam and gaming competitions) that bring these customers into our facilities, giving them a safe place to express themselves.

Webpage

The Library's web presence with over 4 million visitors is another way that we are interacting with our citizens. In addition to our site, we are also engaging customers using social media such as Facebook. Today's interactive library experience is somewhat different from the traditional brick and mortar role libraries played in the past.

New & Remodeled Facilities

Over the last 10 years, our Capital Construction Projects have positioned the Library System to better meet the ever-changing demands from our community. The plan created 17 new facilities in areas that lacked easy access to a library. Both new construction projects and remodeled facilities have been designed with open spaces and easily movable shelving units and furniture. In these facilities the space can easily be transformed for dynamic programs, town hall meetings, or to serve as early voting sites. The notion was to create inviting, people-friendly spaces where individuals could come together and interact in our facilities. One of the challenges the Library continually faces is finding new and innovative ways to reach citizens and deliver library services in a County that covers 2,419 square miles with areas of high population density.

Public Private Partnerships

Public libraries enjoy the good will and the trust of the taxpayer and other organizations. To further its mission, the library must harness that good will and trust and purposefully seek to establish partnerships with people and organizations that have similar and complementary goals. Public libraries have evolved gradually as institutions of learning, but in the 21st century, more and more of these bastions of knowledge are asserting themselves as anchors of community activity and development. Long past are the days of libraries as passive repositories of information. To remain relevant, the public library must develop a multi-directional organizational culture that can adjust to constant and rapid changing conditions and that incorporates non-routine, technical, creative, and interactive approaches to public service. In this context, the key characteristics of an intentional and purposeful collaboration include:

- the ability to work effectively and respectfully with diverse teams and organizations,

- the flexibility and willingness to compromise to accomplish common goals,

- a shared responsibility for adding value to the community served.

In the 21st century, the public library must realize that to remain a relevant institution of education, literacy, and democratic access to quality information, it must be embedded in the community, providing services beyond the confines of its brick-and-mortar walls and beyond traditional schedules. But the library must also realize that it cannot operate isolated from other community efforts. It is critical for the library to purposefully seek to collaborate with organizations and individuals in the community who have compatible interests and complementary strengths to successfully deliver services neither could have done alone.

Strategic partnerships—collaborations with community-based organizations, professional associations, government and social service agencies, schools, colleges, universities, technical schools, faith-based organizations, and service clubs, will allow the library to further its own mission by tapping into the partner's community trust.

MDPLS Initiatives
Public Private Partnerships

Ability Explosion (Formerly Disability Awareness) Resource and Technology Expo

The Talking Books department of the Miami-Dade Public Library System (MDPLS) is an exhibitor at this annual event which showcases the abilities of persons with disabilities.

Diageo Foundation

The Miami-Dade Public Library System is a supporter of Diageo's Learning "Skills for Life" Project held at the FIU Biscayne Bay campus. The Diageo Foundation funds this project to offer job and career training to Miami-Dade County residents who are in need of career assistance. The "Skills for Life" project allows residents of Miami-Dade County the opportunity to receive extensive training on employment searching, budgeting, resume writing, and computer skills. The library's role in this project is to provide information about library resources and to demonstrate how the library can help the participants prepare for a career and find employment in Miami-Dade County. Many of the participants are exposed to library resources for the first time and have become avid library users.

Early Literacy Coalition

MDPLS staff provides information on our *Reading Ready* program to early care and educational providers who receive funding from the Coalition.

Friends

IBM

MDPLS received an IBM KidSmart Early Learning grant that provides 75 Young Explorer Learning Centers. Each Center is a computer housed in brightly colored, child-friendly "Little Tikes" furniture. It is equipped with award-winning educational software that gives new opportunities for children to learn and explore concepts in math, science and language.

Knight Foundation

Miami-Dade Public Library System received a grant from the James S. and John L. Knight Foundation to establish the YOUmedia Miami space—building on the role of libraries as places of innovation and exploration by teaching teens to use technology. Also made possible through the generous support of the Knight Foundation, was the 2012 Young Adult Writer-in-Residence program, which was designed to encourage teens, 12-18, in the creative writing process during a three-month residency which ran from September through November 2012. The author mentored 20 teens assisting them to develop their writing skills and provided critique and feedback on short stories, poems, plays and novels.

MetLife Foundation

The Center @ Miami-Dade College

MDPLS partners with the Center @ MDC (formerly known as the Florida Center for the Literary Arts) to present the Big READ and the Miami City of Refuge Program.

Miami Children's Museum

MDPLS staffs an information table and provides storytellers at various events hosted by the Children's Museum (Dr. Seuss' Birthday, Wonderful Wednesdays, All Kids Included, etc.).

Miami Lighthouse for the Blind

The Talking Books department of MDPLS brings library programs to children and adults who use the Lighthouse. Children at the Lighthouse participate in our annual Bookmark Contest and Summer Reading Program. Additionally, the Library supports the Lighthouse's Braille literacy initiatives.

Miami-Dade College North Campus

Miami-Dade College received a grant from the National Endowment for the Humanities (NEH) entitled: America's Music: A Film History of our Popular Music from Blues to Bluegrass to Broadway. YOUmedia Miami at the North Dade Regional Library and the School of Entertainment & Design Technology (SEDT) at Miami-Dade College partner to share the history of America's Music with the local community.

Miami-Dade County Public Schools

MDPLS staff visits schools throughout the calendar year to promote libraries and the importance of reading. Other events have included the Parent Academy's Back to School Rally and the Week of the Young Child celebration.

Miami-Dade Reentry Task Force

Program Manager for Project L.E.A.D. (Literacy for Every Adult in Dade) has been invited to join the Miami-Dade Reentry Task Force, a community wide collaboration of agencies and organizations providing reentry services to ex-offenders as they return to our community. Project L.E.A.D., an outreach service of MDPLS, is also working to bring volunteer adult literacy tutors to prisons to teach inmates to read before they leave detention.

The Miami Dolphins Foundation

The Dolphins Foundation sponsors our annual Summer Reading Program in addition to other library programs such as our Teen Read Week and Bookmark Contest.

Museum Pass Program

The Museum Pass offers patrons free admission for a family of four to the Deering Estate at Cutler, Fairchild Tropical Botanic Garden, Fruit & Spice Park, HistoryMiami, Miami Art Museum, Miami Children's Museum, Miami Science Museum, Vizcaya Museum and Gardens, and Zoo Miami through a

partnership with these institutions. In addition, the Art Services department of MDPLS works with the these organizations. This partnership presents "mini exhibitions" – small, visually engaging displays in locked cases – in selected Library branches that may not ordinarily get exhibition action throughout the system.

NBC Learn

NBC Learn is now made available to Miami-Dade County Public Library patrons. For more than 80 years, NBC News has been documenting the people, places, and events that have shaped our world. NBC Learn is an innovative resource that provides thousands of historic news reports, current events stories, original content, primary source documents, and other digital media specifically designed to help teach and engage students of all levels and abilities.

Parent to Parent

Parent to Parent is a "community-wide, tax-exempt, non-profit organization that provides information, educational training and support to families who have children and adults with disabilities and/or special needs." They will offer a four-part series of classes for parents and Library patrons on advocating for children with disabilities and similar topics.

University of Miami (UM)

The Talking Books department is an exhibitor at this annual series of community health fairs hosted by UM DOCS and the UM Calder Library.

Partnerships with cities, municipalities, County departments, state, and foreign consulates

The Miami-Dade Public Library System works with various cities and municipalities on events they host. Generally the Library staffs an information table and sometimes will provide storytelling or a simple craft activity at such events. Examples include: Coral Gables Farmer's Market, Coconut Grove Arts Festival, South Miami Rotary Art Festival and Pinecrest Earth Day Festival and Eggstravaganza.

Investments in Public Libraries

Public libraries served 297.6 million people throughout the U.S., a number that is equivalent to 96.4 percent of the total U.S. population, according to new research by the Institute of Museum and Library Services. Nationally, public libraries have seen reductions in operating revenue, service hours, and staffing. Numbers for circulation, program attendance, and computer use continue to trend upward.

National & State of Florida Library Budget Comparison

Library System	State	Number of Locations	2012-2013 Operating Budget	U.S. Census 2010 County Population Size	Library Cost per Capita	Square Miles (NACO)	Budget Source
San Francisco Public Library	CA	29	$ 90,690,000	805,235	$ 112.63	47	http://sfpl.org/pdf/about/commission/strategicpririorities2013_14.pdf
Boston Public Library	MA	27	$ 40,820,000	722,023	$ 56.54	58	http://www.bpl.org/finances/files/2011/10/BPL-FY13-Budget-Major-Projects-Update-AUGUST-2nd-V52.pdf
King County Library System	WA	48	$ 88,926,589	1,931,249	$ 46.05	2,126	http://www.kcls.org/about/budget/archives/2013%20Final%20Operating%20Budget%20WEB.pdf
Jacksonville Public Library	FL	21	$ 34,537,919	864,263	$ 39.96	774	http://www.coj.net/departments/finance/docs/budget/fy13-annual-budget-for-web.aspx
Palm Beach County Library	FL	17	$ 49,307,683	1,320,134	$ 37.35	2,034	http://www.pbcgov.com/ofmb/budget/annual_budget/2013/pdf/finalfy2013budgetbrief.pdf
Brevard County Public Library Sys	FL	17	$ 18,588,704	543,376	$ 34.21	1,018	http://www.brevardcounty.us/docs/default-source/budget-documents/adopted-fy-12-13-budget9C831250F478.pdf?sfvrsn=5
Broward County Public Library	FL	37	$ 58,630,000	1,748,066	$ 33.54	1,209	http://www.broward.org/Budget/2013/Documents/Op/LibrariesParksandCultural.pdf
Seattle Public Library	WA	26	$ 63,000,000	1,931,249	$ 32.62	2,126	http://www.spl.org/about-the-library/budget
Orange County Public Library	FL	14	$ 35,209,999	1,145,956	$ 30.73	908	http://www.ocls.info/About/BOT/PDFs/FinancialInfo/Budgets/BudgetFY2013.pdf
Chicago Public Library	IL	79	$68,146,594	2,695,598	$ 25.28	946	http://www.cityofchicago.org/content/dam/city/depts/obm/supp_info/2013%20Budget/2013Overview.pdf
MDPLS	FL	48	$ 59,751,000	2,496,435	$ 23.93	1,945	http://www.miamidade.gov/budget/library/FY2012-13/adopted/volume2/library.pdf
County of Los Angeles Public Libra	CA	86	$ 165,068,000	9,818,605	$ 16.81	4,060	http://ceo.lacounty.gov/pdf/budget/2013/2012-13%20Final%20Budget_Final.pdf
Houston Public Library	TX	44	$ 32,440,392	2,099,451	$ 15.45	1,231	http://www.houstontx.gov/budget/12budadopt/V_LIB.pdf

MDPLS Budget

	FY11-12 Actual	FY12-13 Adopted Budget	FY12-13 Yr End Projection	FY 13-14 Base Budget
Revenue				
Ad Valorem Taxes	$29,333,942	$28,509,000	$28,509,000	$29,508,000
Misc. Revenue	3,834,256	1,547,000	2,775,911	1,147,000
Carryover/Reserve	55,591,000	34,652,000	37,618,965	8,848,421
Total Revenue	$88,759,198	$64,708,000	$68,903,876	$39,503,421
Expenditure				
Salaries & Fringes	$30,942,287	$31,080,000	$31,023,850	$34,502,628
Operating	19,513,215	31,535,000	26,776,713	27,011,250
Capital	684,568	2,093,000	2,254,892	953,900
Total Expenditures	$51,140,070	$64,708,000	$60,055,455	$62,467,778
Revenue Less Expenditures	$37,619,128	-	$8,848,421	$(22,964,357)

In preparation for the FY 2013-14 Budget, the Library is dealing with the need to sustain current level of operations and at the same time fund critical enhancements. At the current millage rate of 0.1725, the Library System will not be able to sustain its current service levels beginning in FY 2013-14. As per the FY 13-14 Base Budget, the Library will have a preliminary funding shortfall of $22.9 million.

In addition to the shortfall, MDPLS is in need of additional funding for proposed enhancements to the current service levels. There is a need to increase the Library's book budget from $1.6 million to $3.2 million to meet patron demands for electronic resources, books and other materials. It is also critical that the Library implement necessary upgrades and enhancements to the technology infrastructure in order to continue to be a viable resource to the community. Furthermore, the Library continues to face a challenge maintaining facilities and is in the process of reevaluating the preventative maintenance schedule to identify efficiencies.

Appendix 1
MDPLS Programming Plan FY 12/13

October 2012

- **Culture and Language Series**

  - Italian Language Series (Italian American Heritage Month)

  - Russian Book Club at Sunny Isles Branch Library

  - Brazilian Culture Lecture – Program highlighting the music, people and culture of each of the Brazilian host cities for the World Cup in 2014

- **Hispanic Heritage Month**

  - Meet the Author of "Lo Que No Disjiste a Tu Padre," Hugo Blanco

  - Pura Belpre Workshop with Lucia Gonzalez at Coral Gables Branch

  - Screening of *Cuban America*, a film by Adelin Gasana at Hispanic Branch Library and West Dade Regional

  - Bay of Pigs Veterans Association, Author Talk and Debate at West Dade Regional

  - Children's Programs

    - Music of the Andes with Paco Moreno

    - Tango Demonstrations

- **Teen Read Week Programs** - October, marks the official observation of Teen Read Week, a national initiative of the Young Adult Library Services Association (YALSA) to encourage teens to read for the fun of it. The library system will celebrate this event with a number of special programs and activities for teens to enjoy. The program is presented in partnership with the Miami Dolphins Foundation.

  - Manga Instructions

  - YOUmedia Instruction Film-Making Workshops at North Dade Regional

  - School of Rock Concert Series

  - Digital Photography & Video Lessons and Workshops

  - County-wide T-shirt Design Contest

  - County-wide Outloud!

  - Cosplay: Costume Design and Sewing Repair

  - Local Culture and Art Exploration

  - Yoga for Teenagers – *Let's Move at the Library*

November 2012

- **Culture and Language Series**

  - Classical Music Program, *Tough Turkey* with Orchestra Miami

  - Florida Grand Opera – *Read a Long, Sing a Long* at Miami Beach Regional Library

  - Brazilian Culture Lecture – Program highlighting the music, people and culture of each of the Brazilian host cities for the World Cup in 2014

- **Make A Bookmark Contest:** *Discovering Florida's Treasures @ Your Library*

  Challenging kids to create a bookmark celebrating what the library's treasure means to them and their families. Art programs accompany the contest at every branch of the library system.

  - Children's Arts Programs

    - Emma Galler; Morgen Chesonis; Dinorah Rodriguez; Michele Weinberg; Orchestra Miami Symphony, Tough Turkey; Atlantic Coast Theatre

December 2012

- **Make A Bookmark Contest Grand Prize Party at Main on Saturday, December 8**

- **Culture and Language Series**

  - Special Programs at Select Library Branches

  - Brazilian Culture Lecture – Program highlighting the music, people and culture of each of the Brazilian host cities for the World Cup in 2014

  - Florida Grand Opera – *Read a Long, Sing a Long* at West Flagler Branch Library

  - Bay of Pigs Veterans Association, Author Talk and Debate at West Dade Regional.

Let's Move @ the Library – **Exercise Your Mind and Body (October – December 2012):**
Get in Tune with Your Body

Understand how your mind and body works. Learn how exercise and eating right can help you to stay well and slow the aging process.

- **Informational Seminars on Physical Health** – Experts will provide information on preventing Diabetes, Heart Disease, and other increasing illnesses. Library staff will conduct workshops to introduce database and other resources related to healthy living.

- **Tai Chi for Mind, Body & Soul** – A training exercise in the art of Tai Chi. This class will help senior adults to improve balance, strengthen core muscle groups and learn about relaxation techniques. Participation in Tai Chi has shown a reduction in falls and improvement of balance in people, 60 and older.

- **Getting Kids to Eat Healthy with Peggy Gaines, RN** – Nutrition expert Peggy Gaines will share recipes that are packed full of healthy foods, but are appetizing for children. Participants will learn how to make spaghetti out of squash, muffins with secret spinach and many more fun foods that pack a vitamin punch.

- **FLIPANY – Florida Introduces Physical Activity and Nutrition for Youth**
  Parents and children can learn about new foods and start building the skills necessary to help children make healthy food choices.

- **Wii Gaming for Teens** - Wii gaming is a popular activity, and a great way to help teens get fit.

- **Botany & Medicine** – This program will provide information on healing with plants and herbs.

- **Painting** - This program provides a creative outlet and an opportunity for people to work together on a project they can appreciate for a long time. Local artists will work with seniors to create artwork using a variety of materials.

- **World Cup Soccer 2014** - The Library System will continue to highlight the Brazilian cities that will be hosting the 2014 World Cup. This celebration includes a history lesson on the city and indoor/outdoor soccer fun and activities.

Viva Florida 500

Viva Florida 500 commemorates Florida's rich heritage and diverse cultural history through 2013, a significant milestone unlike any other in the history of the United States. Programs will be centered around the connections between Spain & Florida, old Florida folktales and Native American roots.

- HistoryMiami Partnership
- Florida Humanities Council Programs
- Theater Programs
  - Atlantic Coast Theatre presents Florida Treasures: A "Viva Florida" History Exploration
- Florida Illustrators
- Florida Storytellers
  - Storyteller Gerald Hausman
  - Native American Stories: Miccosukee, Seminole and Others
- Quilt Making Workshops
- Literature of Florida
  - Author Arva Moore Parks
  - Dr. Paul George Lecture on Local History - 1563 to present
- Florida Music
  - Concert Program entitled *Journey into Legendary Florida* – A multi-media concert celebrating 500 years of Florida History
  - Folk Singer Chris Kahl – *A Musical Journey Through Florida*

January 2013

- **International Art of Storytelling (AOS)**

  - *Reading Ready* Program – Programs inclusive of storytelling, dance, music, art and movement designed for parents of children 0-5 years - to help them develop early literacy skills in their children at all branch libraries.

  - Teen Showcase - Gaming tournaments at selected branches leading to the International Art of Storytelling Family Festival Day.

- **Black History Month**

  - Teen Photography Contest

  - Children's Programs - *Let's Move at the Library*

    - Storytelling with Tamara Green

    - African Dance & Drumming

    - Arts & Crafts

    - African American & Floridian Authors

- **Culture and Language Series/Viva Florida 500**

  - Doing Business in Latin America Series presented by the Miami-Dade County, Office of Economic Development

  - Florida Grand Opera – *Read a Long, Sing a Long* at Coral Gables Branch Library

  - Bay of Pigs Veterans Association, Author Talk and Debate at West Dade Regional

- **Teen Programs**

  - SAT/ACT Workshops at selected branches.

February 2013

- **International Art of Storytelling**

  - Teen Showcase - Gaming tournaments at selected branches leading to the International Art of Storytelling Family Festival Day.

  - Mini festival – AOS tellers, Arts & Crafts, face painters.

- **Black History Month**

  - Teen Photography Contest

  - ALA Public Programs

- Art Exhibition

- Children's Programs

    - Storyteller Tamara Green

    - Music Programs

- **Culture and Language Series/Viva Florida 500**

    - Florida Grand Opera – *Read a Long, Sing a Long* at Arcola Lakes Branch Library

    - Special Programs at Select Branches

    - Bay of Pigs Veterans Association, Author Talk and Debate at West Dade Regional

    - Spanish Cinema - film clips and discussion of cinematic styling, technology, form and narrative of the Spanish cinema led by Barron Sherer at Hispanic Branch Library and West Kendall Regional

- **Environmental Awareness Programs** with University of Florida / Miami-Dade County Extension Services. Includes how to grow native plants, making rain barrels and general landscaping.

- **Teen Programs**

    - SAT/ACT Workshops

March 2013

- **International Art of Storytelling** – Pre-festival programs scheduled at select branches

    - International Exchange with Spain – Librarians from MDPLS will visit Spain to present workshops and share information of our culture with library staff and the community.

    - Professional Storytelling Workshops

    - Meet the Author: Leona Bodie

    - Literary Art Showcase Series – Cultural and literary programs at various branches geared towards children 6-12 years. Presented by Art Works for Us during Spring Break from March 25-29

    - Teen Showcase - Gaming tournaments leading to the International Festival Day

    - Story Slams & Open Mic – Teens tell their own true-to-life stories without preparation.

- **Culture and Language Series/Focus on Florida (Viva Florida 500)**

    - Classical Music Programs with Orchestra Miami

    - Florida Grand Opera – *Read a Long, Sing a Long* at Kendale Lakes Branch Library

    - Italian Culture Lecture by *Società Dante Alighieri* - "A Glass of Chianti with the Prince and Macchiavelli" at Key Biscayne Branch Library

- Spanish Cinema - film clips and discussion of cinematic styling, technology, form and narrative of the Spanish cinema led by Barron Sherer at Lemon City Branch Library and Main Library.

- Bay of Pigs Veterans Association, Author Talk and Debate at West Dade Regional.

- **Environmental Awareness Programs** with University of Florida / Miami-Dade County Extension Services. Includes how to grow native plants, making rain barrels and general landscaping.

- **Teen Programs**

  - SAT/ACT Workshops at selected branches.

- **Women's History Month**

  - Book Displays, Bibliography and Author Readings at all branch libraries.

  - Partnership with the Women's International Film Festival

Let's Move @ the Library – Exercise Your Mind and Body (January – March 2013):
A Toast to Your Health
Start the New Year off right by adopting Healthy Eating Habits and Exercising.

- **Health Screenings** – Local health partners will offer basic diagnostic tests such as blood pressure, sugar and cholesterol.

- **Tai Chi for Mind, Body & Soul** – A series of classes to help improve balance, strengthens core muscle groups and encourages relaxation.

- **Yoga and Meditation** - expert yoga and meditation teacher will offer yoga techniques and meditation exercises to take away the stresses of everyday life.

- **Wii Gaming for Teens** - Wii gaming is a popular activity, and a great way to help teens get fit.

- **Explore the Great Outdoors** – Experts from the Deering Estate will show you how to navigate the South Florida environment on kayak and on foot. Learn emergency tips and a little bit of self-sufficiency.

- **World Class Gardening with Deering Estate** - Gardeners of the Deering Estate will demonstrate gardening tips to yield organic fruits and vegetables.

- **Chefs and Kids** -Professional chefs will provide hands on instruction to help children develop a love of cooking and making healthy food choices.

- **Informational Seminars on Healthy Living** –. Library staff will conduct workshops to introduce database and other resources related to healthy living.

April 2013

- **International Art of Storytelling**

  - International Exchange with Spain – Librarians from Spain will visit MDPLS to present workshops and share information on their culture with library staff and the community.

  - Literary Art Showcase Series – Cultural and literary programs at various branches geared towards children 6-12 years. Presented by Art Works for Us.

  - Tales Under the Stars – a celebration of tales old and new at selected branches and other county locations - Fairchild and Deering Estate.

  - Mini-festival – Celebrating Spain at the Homestead and Pinecrest Branch Library.

  - Professional Storytelling Workshops geared towards parents, educators and storytellers

  - International Family Festival Day on Saturday, April 27 - Celebrating the wonderful sights and sounds of various cultures through music, dance, storytelling and more at the Main Library.

- **Culture and Language Series/Focus on Florida (Viva Florida 500)**

  - Florida Grand Opera – *Read a Long, Sing a Long* at Sunny Isles Beach Branch Library

  - Bay of Pigs Veterans Association, Author Talk and Debate at West Dade Regional

- **Earth Day** – Recycle Craft Activities and "Green" Extension Programs at selected branches.

- **National Library Month** – A national celebration commemorating the contributions of the nation's libraries and librarians. Community leaders will visit library branches and read to children.

- **National Poetry Month** - first introduced in 1996 by the Academy of American Poets as a way to increase awareness and appreciation of poetry in the United States. It is celebrated every April in the United States and Canada.

  - Teen Poetry Contest – Teens write poems and enter for a chance to win prizes at all branch libraries.

May 2013

- **Asian-Pacific American Heritage Month**

- **Children's Book Week** - the national celebration of books and reading for youth. Since 1919, Children's Book Week has been celebrated throughout the county with author & illustrator appearances, storytelling and other book-related events at selected branches.

- **Cuban American Independence Day**

  - *Cuban America*, a film by Adelin Gasana

  - Bay of Pigs Veterans Association, Author Talk and Debate at West Dade Regional

- **Culture and Language Series/Viva Florida 500**

  - Special Programs at Select Branches

  - Spanish Cinema - film clips and discussion of cinematic styling, technology, form and narrative of the Spanish cinema led by Barron Sherer at South Miami and Pinecrest Branch Library.

- **Haitian Heritage Programming**

- **Jewish American Heritage Month**

June 2013

- **Caribbean Heritage Month**

- **Culture and Language Series/Viva Florida 500**

  - Venezuelan Dance Troupe

  - Peruvian Culture Lecture – Dance demonstration with Afro con Tempo dance troupe

  - Spanish Cinema - film clips and discussion of cinematic styling, technology, form and narrative of the Spanish cinema led by Barron Sherer

- **Summer Reading Program** for all ages - "Dig Into Reading" Provides six-weeks of special programs and activities to encourage kids to read while school is out. Children can win prizes and more. Presented in partnership with the Miami Dolphins Foundation at all branch libraries.

Let's Move @ the Library – Exercise Your Mind and Body (April-June 2013): Step into Spring
During this quarter the Library System will again highlight the benefits of exercise and eating right.

- **Green Workshops -**The University of Florida Extension Services of Miami-Dade provides in-depth workshops on how to grow a vegetable garden, and other topics relevant to preserving and working with the South Florida landscape.

- **Healthy Eating, Local and Organic** – Representatives from Whole Foods Market will provide tips on selecting organic produce that is grown close to home.

- **Grow your Own Garden** – Library staff will encourage children to grow their own fruits and vegetables by sharing books and resources on the subject of healthy eating.

- **Exercise Programs** – Participants will be encouraged to keep track of their physical activity by keeping a log or using a pedometer – library staff will help them to identify online resources or create a log to track their progress.

- **FLIPANY – Florida Introduces Physical Activity and Nutrition for Youth**
Parents and children can learn about new foods and start building the skills necessary to help children make healthy food choices.

- **Butterfly Gardening** – Deering Estate provides information on what plants to use to attract butterflies to your garden. A beautiful garden provides relaxation for the mind.

- **Zumba for Kids** -Zumba is not only for grownups. Zumbatomic instructors will offer kid-friendly dance moves to help them get fit.

- **Tai Chi for Mind, Body & Soul** – A training exercise in the art of Tai Chi. This class will help senior adults to improve balance, strengthen core muscle groups and learn about relaxation techniques. Participation in Tai Chi has shown a reduction in falls and improvement of balance in people, 60 and older

July 2013

- **Summer Reading Program** for all ages - "Dig Into Reading" Provides six-weeks of special programs and activities to encourage kids to read while school is out. Children can win prizes and more. Presented in partnership with the Miami Dolphins Foundation.

- **Culture and Language Series/Viva Florida 500**

    - Italian Culture Lecture by *Società Dante Alighieri* - "A Glass of Chianti with the Prince and Macchiavelli" at Miami Beach Regional

    - Meet the Author: Leona Bodie

August 2013

- **Back to School Month**

    - Interactive science and art programs for children.

- **Culture and Language Series/Viva Florida 500**

September 2013

- **Back to School Month**

    - Interactive science and art programs for children.

- **Culture and Language Series/Viva Florida 500**

    - Brazilian Culture Lecture – Program highlighting the music, people and culture of each of the Brazilian host cities for the World Cup in 2014.

    - UN Literacy Day Read-a-thon

- **Hispanic Heritage Month**

Let's Move @ the Library – Exercise Your Mind and Body (July-September 2013):
Beat the Heat
Summer is a great time to be outdoors. Learn about ways to protect your skin while enjoying your favorite outdoor activities. Get tips on preparing healthy foods on your grill.

- **Exercise Programs** – Participants will be encouraged to keep track of their physical activity by keeping a log or using a pedometer – library staff will help them to identify online resources or create a log to track their progress.

- **FLIPANY – Florida Introduces Physical Activity and Nutrition for Youth**
  Parents and children can learn about new foods and start building the skills necessary to help children make healthy food choices.

- **Mobile Gym for Kids** – don't allow the heat to keep you from getting your exercise. The mobile gym comes equipped with air conditioning and challenging exercises.

- **Wii Gaming for Teens** - Wii gaming is a popular activity, and a great way to help teens get fit.

- **Book n' Cookin** -A fun-filled storytime that offers a handy lesson in nutrition. Children will learn about the food pyramid; what a balanced meal looks like, and how to make healthy, satisfying lunches.

- **Butterfly Gardening** – Deering Estate provides information on what plants to use to attract butterflies to your garden. A beautiful garden provides relaxation for the mind.

- **World Cup Soccer 2014** - The Library System will continue to highlight the Brazilian cities that will be hosting the 2014 World Cup. This celebration includes a history lesson on the city and indoor/outdoor soccer fun and activities.

- **Tai Chi for Mind, Body & Soul** – A training exercise in the art of Tai Chi. This class will help senior adults to improve balance, strengthen core muscle groups and learn about relaxation techniques. Participation in Tai Chi has shown a reduction in falls and improvement of balance in people, 60 and older.

Appendix 2
Online Electronic Databases Offered by MDPLS

America the Beautiful – Information on states, U.S. topics, American profiles, and Native Americans. Includes projects and printable maps for each state, games, quizzes, picture puzzles, and brainteasers.

American Song - Listen to songs by and about American Indians, miners, immigrants, slaves, pioneers, cowboys and more. Liner notes are included in PDF format, and can be printed.

Ancestry Library Edition - World's most popular consumer online genealogy resource delivering billions of records in census data, vital records, directories, photos, and more.

Auto Repair Reference Center – A do-it-yourself resource for repairing and maintaining domestic and imported vehicles.

Biography and Genealogy Master Index - Biographical material about people all over the world. Searches any print product that includes biographical information on multiple persons. It also acts as an index to other indexes.

Biography In Context - Includes articles from hundreds of periodicals. Search for people based on one or more personal facts such as birth and death year, nationality, ethnicity.

Classical Music Library.com - Listen to symphonies, operas, and other works by the major classical composers. Includes historical information too.

Classical Scores Library - Scores for musical works from the Renaissance to the 21st century. Scores may be printed in PDF format, and links to Classical Music Library are provided when recordings are available.

Culinary Arts Collection - The Culinary Arts collection includes 150 of the major cooking and nutrition magazines. Coverage includes thousands of searchable recipes, restaurant reviews, and industry information.

DemographicsNow – Detailed U.S. demographic data. Includes maps and ability to create reports and market analyses.

Discover Spanish - Enables users to learn the basics of Spanish using Flash-animated characters, cultural information and games. Suitable for children as well as adults.

El Nuevo Herald—Full-text version of the newspaper, El Nuevo Herald back to 1983.

Enciclopedia Estudiantil Hallazgos - A student-level Spanish encyclopedia, published by World Book, designed to meet the needs of Spanish-speaking students and students learning to speak Spanish.

Encyclopedia Americana - Helps middle- to upper-grade students find information to assist with homework and research projects.

ERIC - Educational Resources Information Center (ERIC) abstracts documents and journal articles on educational research and practice.

Expanded Academic ASAP - Over 17 million articles from 1980 to the present for academic research across all disciplines. Many are full-text and include images.

FirstSearch - Books and other materials in libraries worldwide.

FloridaCat - A catalog of books and other materials in Florida libraries.

Fodor's Travel Guides—online version of the popular printed travel-guide series.

Gale Virtual Reference Library - An electronic book (eBook) collection of encyclopedias, handbooks and guides covering many subject areas. Books can be viewed without downloading.

General OneFile-- One-stop source for news and periodical articles on a wide range of topics with millions of articles in full-text. It covers over 9000 periodical titles.

General Reference Center Gold - Business and general interest titles from national news magazines and encyclopedias, to core business journals.

Gran Enciclopedia Hispanica-- Spanish-language encyclopedia designed for native Spanish speakers, bilingual students and ESL. Written from a Latin American perspective, it offers broad coverage of all fields of knowledge with a special emphasis on science, technology, history, and art topics.

Health & Wellness Resource Center - Information from magazines, journals, newspapers, government databases, and directories about fitness, pregnancy, medicine, nutrition, and more.

Health Reference Center - Academic - Access nursing, allied health and medical journals, plus a wide variety of personal health information sources.

HeritageQuest Online-- Comprehensive treasury of American genealogical sources—rich in unique primary sources, local and family histories, and finding aids.

Home Improvement Reference Center - For homeowners who like to do-it-themselves. Step-by-step instructions for thousands of home improvement projects.

Informe! - *Una colección de revistas hispánicas con textos completos. Abarca negocios, salud, tecnología, cultura, temas de actualidad y otras materias.*

Job & Career Accelerator - Comprehensive selection of career-oriented and academic resources to help with job preparation, career advancement, career changes, and re-entry into the workforce.

Kids InfoBits - Developed especially for beginning researchers in Kindergarten through Grade 5. Includes curriculum-related, age appropriate, full-text content.

L 'Encyclopédie Découverte - A French-language encyclopedia for younger French speakers, patrons to which French is a second language & beginning French students. Bilingual features allow users to switch between French & English content.

La Nueva Enciclopedia Cumbre - Spanish language online reference source with a Latin American focus. Una fuente de consulta computarizada en español con enfoque hacia Latino América.

Lands and Peoples - An encyclopedia of countries, cultures, and current events. Students can compare the land, people, economy, history, or facts and figures of any two continents, countries, or states/provinces.

LearningExpress E-books - Provides study guides and test-preparation books in ebook format to help people improve their skills, and prepare for tests and interviews.

LearningExpressLibrary - Offers practice tests, exercises, skill-building courses, eBooks, and information for improving school, work, or life skills.

Legal Forms Library - A wide selection of Florida state-specific and generic legal forms including real estate, wills, bankruptcy, divorce and many others. Also includes a legal dictionary and attorney directories by state.

Literature Resource Center - Biographies, bibliographies, and critical analyses of authors from every age and literary discipline. Covers more than 120,000 novelists, poets, essayists, journalists, and other writers.

LitFinder - Complete poems and short stories, as well as biographies of authors, pictures and much more.

Mango Languages – Easy-to-use, web-based product that enables patrons to start learning a new language immediately. Languages included are: Brazilian Portuguese, Spanish, Japanese, French, German, Italian, Greek, Russian, Mandarin Chinese, English for Polish Speakers, English for Spanish Speakers and English for Brazilian Portuguese Speakers.

MEDLINE - Includes all areas of medicine, including dentistry and nursing.

MedlinePlus - From the National Library of Medicine

Miami Dade Public Library Catalog - Find books, videos, and more at your local library.

Miami Herald – Full-text of Miami Herald newspaper articles from May 19, 1982 to the present.

Morningstar Investment Research Center - Accurate, up-to-date data on stocks and funds, along with industry and market data, including Morningstar analysts' independent opinion on stocks, mutual funds, and exchange-rated funds. Allows users to build and test portfolio ideas online, and provides financial education as well.

Music Online—Provides search access to streaming music collections of classical, jazz, American folk, and contemporary world music.

New Book of Knowledge - For young students who are learning to use online resources for research. Contains facts and figures, projects and experiments, and more, and help in brushing up homework skills.

New Book of Popular Science - Articles on science, medicine and technology with an emphasis on careers in science, updated bibliographies, science projects, science biographies, and current events.

New York Times—Full-text of the New York Times back to 1995.

New York Times Digital Microfilm – Digital version of the New York Times back to 2008.

NewsBank Access World News - Comprehensive collection of full-text newspapers. Provides extensive coverage at any level—local, state, regional, national and international. Includes Miami Herald and El Nuevo Herald.

NoveList - Helps readers explore and discover new fiction authors and titles. Contains full-text reviews for adult, young adult, children's and easy fiction titles.

NoveList K-8 - Online readers' advisory tool aimed at elementary and middle school students. Helps readers find new books based on books they've read or on topics in which they are interested.

Oceano - Aula de Padres - a center of medical information to be used by families.

Oceano Consulta - Provides a collection of Spanish-language materials from a wide range of journals. *Consulta ofrece una completa colección de materiales en idioma español que incluye materiales de referencia.*

Oceano Medicina y Salud - Provides a collection of Spanish-language materials from a wide range of journals. *Consulta ofrece una completa colección de materiales en idioma español que incluye materiales de referencia.*

Opposing Viewpoints In Context - Provides a complete one-stop source for information on social issues. Access viewpoint articles, topic overviews, statistics, primary documents, links to websites, and full-text magazine and newspaper articles.

ReferenceUSA - Business - Contains detailed information on more than 12 million U.S. businesses.

ReferenceUSA - Residential - Contains detailed information on more than 102 million U.S. residents.

Science In Context—Curriculum-oriented resource aimed at high school and university level contains authoritative information for assignments and projects, and provides detailed coverage of popular subjects.

Small Business Resource Center - Offers users complete small business management resources via a combination of periodicals and reference content. Provides users with information they need for conducting industry research, financial planning, marketing a product, and franchising a business.

TumbleBook Library - A collection of TumbleBooks, TumblePuzzles, TumbleQuizzes, and TumbleResources for teachers.

TumbleReadables - Electronic books for all ages can be read online with enlarged font sizes.

U.S. History In Context - Comprehensive, contextual, media-rich resource providing a complete overview of U.S. history that covers the most-studied events, issues and current information.

United Nations Treaty Collection - Offers access to over 40,000 treaties and international agreements.

Value Line Research Center - Research resource for investors. In addition to researching and screening investments, it includes expert analysis and commentary on stocks, mutual funds, and other investment vehicles

Wall Street Journal - Full-text of Wall Street Journal articles.

World Almanac - Funk & Wagnalls New Encyclopedia and four almanacs.

World Book Discover - Offers reference resources for patrons with unique needs & differentiated abilities, easy-to-read articles, text-translation capabilities in 14 languages, a text-to-speech feature.

World Book Dramatic Learning - Filled with original scripts, skits, monologues, and adaptation of classics. Users will find background information on each play, activities, mini-inquiry projects, a step-by-step guide, printable programs & posters plus much more.

World Book Online for Kids - Developed especially for younger library patrons, this site offers simple navigation, easy-to-read articles, a wealth of engaging multimedia, games, science projects, interactive tools, and activities.

World Book Online Info Finder - contains content and features designed for school-aged patrons' homework and research needs. Based on the World Book Encyclopedia, the site features collections of multimedia on a variety of topics, science fair projects; a Biography Center; links to world newspapers, correlations to curriculum standards, 21st century research guides, and more.

World Book Online Reference Center - For high school age patrons and up, this site features eBooks, encyclopedia articles and primary source documents, an interactive dictionary, interactive maps and atlas, how-to guides, government resources and magazine articles.

World History In Context - Reference materials and journal articles about world history, including facsimiles and commentaries of more than 1500 original historical documents.

WorldCat - Books and other materials in libraries worldwide.

Appendix 3
MDPLS Special Collections

In addition to the circulating and reference collections at the Main and Branch libraries, the Miami-Dade Public Library System maintains several special collections throughout the System with specific goals and needs.

Art Collection (Main Library)

The Library's permanent collection of art works includes limited edition prints, drawings, photographs and artists' books as well as small three-dimensional works. This reference collection has earned national respect, and is an important visual resource for the community. It emphasizes works on paper and works by Hispanic and African-American artists as well as South Florida artists. Some of the special series within this collection are the Van Vechten Collection of photographs of Harlem Renaissance heroes, the Elizabeth Catlett linocuts, "Black Women of the U.S.A.," works by Cuban artists from the Miami generation, and the Gleason Waite Romer photographs of Miami from the 1920s to the 1950s. The collection has grown by careful purchase as well as by generous gifts of artists and collectors.

African-American History/Culture Collection (North Dade Regional Library)

This collection focuses on African-Americans and Afro-Diaspora Studies. It includes reprints from Fisk and Howard Universities and selections from the Schomburg Collection at the New York Public Library. The Schomburg Clipping Files and Index, from 1924 to 1975, contains magazines, pamphlets, manuscripts, personal papers, photographs, prints, newspaper clippings, playbills, and programs. Housed in the Special Collection Department of the North Dade Regional Library, the Clipping Files provide a wealth of information for students, scholars or members of the general public seeking answers to questions about the Black Experience. Besides supporting research, the items in the Schomburg and Fisk University Collections are used for exhibitions, public presentations, and tours. Because of the rarity of the materials, the collection does not circulate.

Children's Literature (Main Library)

This collection includes a variety of materials both historic and classic in the area of juvenile literature. It serves as a resource for professionals with interest in these areas.

Florida Collection (Main Library)

This collection is a system-wide resource on Floridiana. It is the most extensive public library collection in Florida containing print, microform, and electronic formats. Sub-collections include: Florida-related government publications, Florida authors and settings (fiction and poetry including juvenile material), ephemera, and the Romer Photograph Collection.

Genealogy (Main Library)

This collection maintains complete Census information from 1790-1940. It serves as a regional and system-wide resource for family history research. Materials include book, microfilm, microfiche, and electronic data.

Government Documents (Main Library)

The Miami-Dade Public Library is a government depository library receiving approximately 38 percent of the publications available through this program. The Government Documents Librarian, in consultation with the appropriate subject librarians, is responsible for the selection of all U.S. Government documents. Documents are weeded and discarded according to federal depository regulations.

Patents (Main Library)

The Miami-Dade Public Library is a Patent Depository Library, with a collection covering 1920 to the present. The Collection includes indexes, manuals, databases and other items provided by the Patent Trademark Depository Library Program, and other materials useful to library patrons searching the patent literature.

Performance Music Scores Collection (Main Library)

This collection contains approximately 2,600 sets of performance scores that were originally utilized by the Florida Philharmonic and donated to the library by the Dade Community Foundation. Many of the scores bear penciled notations by James Judd, the well-known Florida Philharmonic Artistic Director and conductor. These notes make the collection a unique and valuable resource for music organizations, scholars and students.

Urban Affairs (Main Library)

This Urban Affairs Department emphasizes public administration at the local and state level. It contains an interdisciplinary collection of books, pamphlets and periodicals dealing with planning, local government, public policy, urban transportation, human services and law enforcement. Reference resources include directories, indexes, abstracts, bibliographies and reports.

Vasari Project

The Vasari Project is an archive that documents the development of the visual arts in Miami-Dade County since 1945. It contains correspondence, press clippings, photographs, oral histories and other materials.

Appendix 4
Forbes article re eBook publishers

Forbes

David Vinjamuri, Contributor
A brand guy speaking truth to power and teaching at NYU
CMO NETWORK

The Wrong War Over eBooks: Publishers Vs. Libraries

Libraries, like other consumers, should be free to buy any published e-content at competitive prices, to keep these items in their collection, and to loan them to their patrons. Anything less violates basic democratic principles ...American Library Association

Libraries and big six publishers are at war over eBooks: how much they should cost, how they can be lent and who owns them. If you don't use your public library and assume that this doesn't affect you, you're wrong.

In a society where bookstores disappear every day while the number of books available to read has swelled exponentially, libraries will play an ever more crucial role. Even more than in the past, we will depend on libraries of the future to help discover and curate great books. Libraries are already transforming themselves around the country to create more symbiotic relationships with their communities, with book clubs and as work and meeting spaces for local citizens.

For publishers, the library will be the showroom of the future. Ensuring that libraries have continuing access to published titles gives them a chance to meet this role, but an important obstacle remains: how eBooks are obtained by libraries.

This column is the first in a two-part series about libraries and their role in the marketing and readership of books. This first part addresses the present conflict. The second part will look forward to the future for libraries and publishers and the important challenges that they must address.

The solution to the current pricing problem lies in understanding that the argument publishers and libraries are having is the wrong argument. It is based on the paradigm of the printed book and as such presents a series of intractable challenges for both publishers and libraries. By changing the model for pricing an eBook, both parties could find a clear and equitable resolution to the current impasse.

The Issue

Do libraries increase book sales or cannibalize them? This is the issue at the heart of the struggle between libraries represented by the American Library Association (whose president is Maureen Sullivan) and the Big Six publishers.

The current struggle is taking place in a landscape that will be familiar to those who followed the travails of the music industry over the last decade. Publishing is changing dramatically as it tries to cope with the rise of eBooks and the increasing power of Amazon, the decline of bookstores and a flood of low-priced indie titles. In spite of the good year that Random House is experiencing (anticipating a merger with Penguin and just having paid employees a $5,000 bonus each thanks to the success of once-indie author EL James' Fifty Shades trilogy), most publishers have found it difficult to maintain sales and profitability in the current environment. Whether they're doomed or not is debatable, but no mainstream publisher is comfortable in the current environment.

The landscape is also shifting for libraries. The Information Age has posed numerous challenges to the public library, as Steve Coffman adroitly chronicles in "The Decline and Fall of the Library Empire." Libraries have struggled to understand their role in communities as technology has changed. In addition to encouraging children to read and lending books, they have migrated from providing access to online databases to cataloging the web then providing computer terminals and now broadband access as the needs of the citizenry for information has changed. The shift in reading towards eBooks presents a particular problem for them because it's happening with startling rapidity and presents significant technological challenges.

In addition to the central issue of pricing, libraries are struggling with the copyright implications of eBooks, their role as curators and promoters of reading in an age where publishing is exploding, dealing with technology intermediaries and gaining access to the newly available wealth of self-published works.

The Library Perspective

The central issue for libraries is simple: they believe that withholding eBooks from libraries entirely, pricing them higher or limiting lends all undermine the library's core mission. Robin Nesbit, of the Columbus (OH) Metropolitan Library System told me that although her eBook circulation of 500,000 lends annually is only 3 percent of the system's total, that number is growing by more than 200% a year. "Plus it's at least 10% of our budget." Between the cost of eBooks and a technology component, providing access to eBooks is three times as expensive for her as physical books.

This pricing pressure is significant and it's being felt across the country. Jamie LaRue, Director of the Douglas County Libraries in Colorado told me that,

I saw a decrease in use that was hard to explain because our libraries are busy. Then I looked at our inventory and realized that the problem is that as we shift our dollars to eBooks, I am buying fewer items because the prices are so much higher.

The challenge to libraries is not insignificant. Four of the six publishers are not providing eBooks to libraries at any price. The other two – Random House and HarperCollins lead the industry with two different models. Random House adjusted eBook pricing in 2012. While the prices on some books were lowered, the most popular titles increased in price – some dramatically. Author Justin Cronin's post-apocalyptic bestseller "The Twelve" whose print edition costs the Douglas County Libraries $15.51 from Baker & Taylor and whose eBook is priced at $9.99 on Amazon was priced at $84 to Douglas County on October 31st.

HarperCollins meanwhile has adopted a different model, selling eBooks to libraries at consumer prices but electronically limiting them to 26 lends and then requiring that the book be repurchased. Robin Nesbitt sees this as fairer to libraries, but she points out that it's still much more expensive than print books, "I get forty to fifty lends from a bestseller in library binding. But at least they're playing."

And that's the bigger problem. As detailed below, the rest of the Big Six aren't playing – at least not nationally. That's a big warning sign for libraries, as fully 80% of lends – and an important part of their traffic – comes from bestsellers. While it seems likely that most of the other publishers will eventually play, the terms may be worse than those offered by Random House and HarperCollins.

The Publisher Perspective

Publishers worry that library eBooks will hurt their eBook sales. They have less friction than physical books. When they speak of friction, publishers mean that borrowers don't hold eBooks late, they arrive instantly for the next patron in line, they never wear out and they don't even require a trip to the library. To some extent, publishers may also see eBooks as a way to improve a situation that they were never really happy with: unrestricted lending of retail-priced books (more on this later).

I talked to Skip Dye, the VP of Academic & Library sales and marketing for Random House. Dye seemed genuinely supportive of the mission of public libraries and very sophisticated in his desire to use research to determine the amount of friction that actually exists in library systems. He said that the Random House is "format agnostic" but acknowledged that,

We went through and looked at our pricing and wanted to make sure that the right value conversation was happening between our library patrons and us. Some titles went up as much as 200%, some went down in price.

Dye and others who work for big publishers and deal with eBooks have another challenge that library directors do not: layers of management that already believe that eBooks may kill large publishing houses and view their growth as more of a threat than an opportunity. A big part of the problem is data – there's a paucity of it. Dye has reviewed the Pew Report on library usage extensively to inform pricing decisions. But if the institutional bias among publishers is to see eBooks as more threat than opportunity, title and

library-specific data will be needed to prove that either friction or cannibalization are less than expected in order to justify consumer pricing for libraries.

Where the Big Six Publishers Stand Today:

Random House – Sells eBooks to libraries through multiple distributors. Prices were adjusted in 2012. Although some prices were lowered, the distributor price to libraries for some popular titles such as 50 Shades Of Grey range up to $84 for a single eBook copy – over 8 times the price of the eBook on Amazon.

HarperCollins - Sells eBooks to libraries through multiple distributors. On some popular titles it has restricted eBook usage to 26 "lends" after which the library must repurchase the book.

Penguin – Penguin (slated to merge with Random House) is conducting a test of eBook sales to libraries with the New York Public Library system. eBooks will become available six months after their publication date. While pricing will be similar to physical books, the books will only be available to the library for one year, after which they will need to be repurchased.

Hachette – Only sells older eBooks to libraries (through the distributor Overdrive). Hachette increased prices for these older eBooks by an average of 220% in October.

Macmillan – Does not currently sell eBooks to libraries. Macmillan has announced a test of eBook sales to libraries but not announced details.

Simon & Schuster – Simon and Schuster does not yet sell ebooks to libraries. According to Carolyn Reidy, CEO, "We have not yet found a business model that makes us happy. That's why we're not in it."

Evaluating the Arguments

In the absence of data people say either what they fear will be true or hope will be true.

– Robert Wolven, Columbia University Libraries

Publishers make three basic arguments for either raising prices on eBooks or limiting their distribution:

- **eBooks Don't Wear Out** – This argument is overstated. The libraries I spoke to said that print bestsellers see more than 26 lends over their lifetime, up to 50 or more before the book would need to be retired.

- **eBooks Lend More Frequently** – Publishers may not have checked out a popular book from their library recently. After signing up on a list, a patron gets a call when the book becomes available and if she doesn't get to the library that same day someone else on the list may get the book. At the end of her rental period she will also get a call if the book is not returned precisely on time. The librarians I spoke with said that a book in high demand would spend very few days in limbo. This may account for one or two additional eBook lends over the course of a year, but not more.

- **You Can Borrow eBooks Without Visiting The Library** – Here the publishers have a more valid argument. The removal of the need to visit the library could attract an entirely different consumer

to borrow eBooks. In a survey conducted by the ALA and Overdrive, 31% of eBook library borrowers say that they "rarely or never" visit the physical library. While 36% said that they had purchased a book after borrowing the same title from the library, over half said that they'd consider purchasing an eBook from an online retailer if it was not available from a library. While libraries are very customer-service oriented, it's not clear to me why they would want to disintermediate themselves from the lending transaction. Borrowers will be more reluctant to visit the library but that necessary visit gives the library the opportunity to promote a variety of other services.

Libraries have three counter-arguments to publisher concerns:

- **Libraries Also Buy Duds** – Libraries have a valid point when they suggest that all the margin analysis done by publishers on their most valuable books ignores the fact that libraries buy thousands of titles each year which see few or no lends. Unlike physical booksellers, they do not pulp or return these titles. Unlike Amazon, they have to pay the publisher when they purchase the title, not just when they lend it out to their readers. As customers, libraries feel that their risk profile has not been adequately appreciated by publishers.

- **Libraries Stimulate Sales**– This is partly true. The libraries point to data I've already quoted showing that a significant number of readers go on to buy books they've borrowed. I've examined the data and it suggests two things.

  o Bestsellers Probably Do Cannibalize: Though survey research is notoriously poor at predicting actual purchase behavior, the ALA/Overdrive study shows that over half of e-borrowers might consider buy a bestseller they couldn't find at a library. Even if this number is smaller in practice, libraries probably don't increase sales for books already on the bestseller lists.

  o Libraries Help New Authors and Older Titles: Most Big Six publishers are hopelessly unsophisticated with pricing. They perversely discount bestsellers and end up charging a higher price for new and unknown authors. By removing the price hurdle to full-book sampling, libraries can help these authors build following and word-of-mouth sales.

- **Libraries Deserve Big Customer Pricing** – This argument is true but irrelevant under current law. Libraries assert that although they are smaller than Amazon, Barnes & Noble and distributors like Ingram, they are still big customers. They deserve lower prices than individual consumers rather than higher prices. The problem is that this is an argument that assumes that libraries own what they buy. It's true for physical books – which is why libraries receive preferential pricing to ordinary consumers. But it is not true for eBooks. Libraries license eBooks rather than buying them. Thus, libraries are treated like resellers rather than end users.

The Real Problem – Both Sides Are Having the Wrong Argument

The argument between libraries and publishers has proven so difficult to resolve for a simple reason: both sides are using a faulty paradigm in their negotiations. They are treating eBooks like physical property, not software. This compels them to create difficult and complicated schemes for reproducing the ownership experience. But the data to determine an equitable price to sell eBooks to libraries in this scenario are almost impossible to collect. So the sides remain deadlock and guided by their own pre-existing beliefs rather than fact. The simple fact is this:

eBooks are Licensed, not Sold

Physical books are sold to libraries under the First Sale Doctrine, established under the Supreme Court ruling in Bobbs-Merrill Co. v. Strauss in 1908. In this case a publisher, Bobbs-Merrill, sued Macy's when they violated the publisher's copyright (and a collusive industry pricing practice) by pricing a book eleven cents under the publisher-mandated retail price of one dollar. The court ruled that certain aspects of copyright do not survive the first sale: in particular, the owner after the first sale may resell or lend the book for any price. (Caleb Crain writes a much better summary of the law and its current implications than I can in his blog Steamboats are Ruining Everything) It is this First Sale doctrine that allows bookstores to discount and libraries to lend.

Under current law, though, eBooks are not books – not under copyright law, at least. Instead, they're sold under a use license, just like software. This issue gets a little complex because the pricing rights of the copyright holder are not absolute – as the Justice Department has recently established – but they do currently include the right to treat libraries as resellers rather than a buyers. While I believe that libraries should promote a test case to challenge this law, the law will not change soon. In the meantime, though, thinking of eBooks as software points to a simpler, and surprising more equitable way to settle the current publisher dispute.

Solution: Charge Libraries Per Lend Based on Cost-per-Circ

There is one number that libraries can easily calculate which publishers will understand: the cost-per-circulation. This number is simple to calculate. It is the number of lends and divided by the cost of the books lent. This number is somewhere in the 50 cent to $1.00 range according to both publishers and libraries. It can be calculated separately by publisher and even split between bestsellers and older titles.

Even though libraries might naturally fear this, the per-use model has huge advantages to both libraries and publishers under the current copyright law.

Advantages to Publishers:

Measurability – Cost per circ is easily calculated. It requires no assumptions about borrower behavior. Calculating it requires only data that the least sophisticated library system already collects.

Flexibility – The ability to discount doesn't disappear the moment a book is sold. Although libraries are not historically price sensitive, pricing becomes a valid tool for publishers as they manage the lifecycle of a book.

Equity – Publisher's stated goal is to control the sale and avoid cannibalization. This model assures equity with current physical book sales.

Advantages to Libraries

Better Access – Every library could have instant access to every title sold by every publisher.

Lower Risk – Libraries would spend a fraction of their current cost for titles that attract few borrowers but still be able to catalogue them.

Better Financial Control – Libraries can make intelligent decisions about how to use limited resources. Rather than trying to predict borrower behavior they can react to it.

Fairness – Digital books would not increase the current cost per circ for the library.

Big Six publishers and libraries recognize that eBooks present new and difficult issues to each party. For better or worse, Big Six publishers are unlikely to adopt a pricing model for eBooks that mirrors how print books are sold to libraries. But current pricing and lending restrictions unfairly penalize libraries to the detriment of publishers and readers. A system based on actual use would more fairly allocate cost and risk as long as eBooks are not governed by the First Sale doctrine.

http://www.forbes.com/sites/davidvinjamuri/2012/12/11/the-wrong-war-over-ebooks-publishers-vs-libraries/

Appendix 5
Pew Internet and Life Report
on Library Services in the Digital Age

http://libraries.pewinternet.org/2013/01/22/library-services/

Library Services in the Digital Age

Patrons embrace new technologies – and would welcome more.
But many still want printed books to hold their central place

by Kathryn Zickuhr, Lee Rainie and Kristen Purcell

Summary of findings

The internet has already had a major impact on how people find and access information, and now the rising popularity of e-books is helping transform Americans' reading habits. In this changing landscape, public libraries are trying to adjust their services to these new realities while still serving the needs of patrons who rely on more traditional resources. In a new survey of Americans' attitudes and expectations for public libraries, the Pew Research Center's Internet & American Life Project finds that many library patrons are eager to see libraries' digital services expand, yet also feel that print books remain important in the digital age.

The availability of free computers and internet access now rivals book lending and reference expertise as a vital service of libraries. In a national survey of Americans ages 16 and older:

- 80% of Americans say **borrowing books** is a "very important" service libraries provide.

- 80% say **reference librarians** are a "very important" service of libraries.

- 77% say **free access to computers and the internet** is a "very important" service of libraries.

Moreover, a notable share of Americans say they would embrace even wider uses of technology at libraries such as:

- **Online research services allowing patrons to pose questions and get answers from librarians:** 37% of Americans ages 16 and older would "very likely" use an "ask a librarian" type of service, and another 36% say they would be "somewhat likely" to do so.

- **Apps-based access to library materials and programs:** 35% of Americans ages 16 and older would "very likely" use that service and another 28% say they would be "somewhat likely" to do so.

- **Access to technology "petting zoos" to try out new devices:** 35% of Americans ages 16 and older would "very likely" use that service and another 34% say they would be "somewhat likely" to do so.

- **GPS-navigation apps to help patrons locate material inside library buildings:** 34% of Americans ages 16 and older would "very likely" use that service and another 28% say they would be "somewhat likely" to do so.

- **"Redbox"-style lending machines or kiosks located throughout the community where people can check out books, movies or music without having to go to the library itself:** 33% of Americans ages 16 and older would "very likely" use that service and another 30% say they would be "somewhat likely" to do so.

- **"Amazon"-style customized book/audio/video recommendation schemes that are based on patrons' prior library behavior:** 29% of Americans ages 16 and older would "very likely" use that service and another 35% say they would be "somewhat likely" to do so.

When Pew Internet asked the library staff members in an online panel about these services, the three that were most popular were classes on e-borrowing, classes on how to use handheld reading devices, and online "ask a librarian" research services. Many librarians said that their libraries were already offering these resources in various forms, due to demand from their communities.

These are some of the key findings from a new national survey of 2,252 Americans ages 16 and older by the Pew Research Center's Internet & American Life Project and underwritten by a grant from the Bill & Melinda Gates Foundation. The interviews were conducted on October 15-November 10, 2012 and done on cell phone and landlines and in English and Spanish.

Public priorities for libraries

Asked for their thoughts on which services libraries should offer to the public, majorities of Americans are strongly in favor of:

- **Coordinating more closely with local schools:** 85% of Americans ages 16 and older say libraries should "definitely" do this.

- **Offering free literacy programs to help young children:** 82% of Americans ages 16 and older say libraries should "definitely do" this.

- **Having more comfortable spaces for reading, working, and relaxing:** 59% of Americans ages 16 and older say libraries should "definitely do" this.

- **Offering a broader selection of e-books:** 53% of Americans ages 16 and older say libraries should "definitely do" this.

These services were also most popular with the library staff members in our online panel, many of whom said that their library had either already implemented them or should "definitely" implement them in the future.

At the same time, people have different views about whether **libraries should move some printed books and stacks out of public locations to free up space for tech centers, reading rooms, meeting rooms, and cultural events:** 20% of Americans ages 16 and older said libraries should "definitely" make those changes; 39% said libraries "maybe" should do that; and 36% said libraries should "definitely not" change by moving books out of public spaces.

Americans say libraries are important to their families and their communities, but often do not know all the services libraries offer

Fully 91% of Americans ages 16 and older say public libraries are important to their communities; and 76% say libraries are important to them and their families. And libraries are touchpoints in their communities for the vast majority of Americans: 84% of Americans ages 16 and older have been to a library or bookmobile at some point in their lives and 77% say they remember someone else in their family using public libraries as they were growing up.

Still, just 22% say that they know all or most of the services their libraries offer now. Another 46% say they know some of what their libraries offer and 31% said they know not much or nothing at all of what their libraries offer.

Changes in library use in recent years

In the past 12 months, 53% of Americans ages 16 and older visited a library or bookmobile; 25% visited a library website; and 13% used a handheld device such as a smartphone or tablet computer to access a library website. All told, 59% of Americans ages 16 and older had at least one of those kinds of interactions with their public library in the past 12 months. Throughout this report we call them **"recent library users"** and some of our analysis is based on what they do at libraries and library websites.

Overall, 52% of recent library users say their use of the library in the past five years has not changed to any great extent. At the same time, 26% of recent library users say their library use has increased and 22% say their use has decreased. The table below highlights their answers about why their library use changed:

Main reasons patrons cite why their use **increased**

26% of recent library users ages 16+ say their use of libraries has gone **up** in the past 5 years.　　　　　N=351

Enjoy taking their children, grandchildren	26%
Do research and use reference materials	14%
Borrow books more	12%
Student	10%
Use library computers and internet	8%
Have more time to read now, retired	6%
To save money	6%
Good selection and variety	5%
E-books, audio books, media are available	5%
Convenient	5%
Reading more now	5%
Library events and activities	4%
Good library and helpful staff	3%
Quiet, relaxing time, social locale	2%
Use for my job	2%

Main reasons patrons cite why their use **decreased**

22% of recent library users ages 16+ say their use of libraries has gone **down** in the past 5 years.　　　　　N=292

Can get books, do research online and the internet is more convenient	40%
Library is not as useful because my children have grown, I'm retired, I'm no longer a student	16%
Too busy, no time	12%
Can't get to library, moved, don't know where library is	9%
Prefer e-books	6%
Prefer to buy books or get books from friends	5%
Not interested	4%
Health issues	3%
Don't read much these days	3%
Don't like local library or staff	3%
Children are too young	2%

Source: Pew Research Center Internet & American Life Project Library Services Survey. October 15-November 10, 2012. N for recent library users ages 16+=1,361. Interviews were conducted in English and Spanish and on landline and cell phones.

How people use libraries

Of the 53% of Americans who visited a library or bookmobile in person in the past 12 months, here are the activities they say they do at the library:

- 73% of library patrons in the past 12 months say they visit to browse the shelves for books or media.

- 73% say they visit to borrow print books.

- 54% say they visit to research topics that interest them.

- 50% say they visit to get help from a librarian. Asked how often they get help from library staff in such things as answering research questions, 31% of library patrons in the past 12 months say they frequently get help, 39% say they sometimes get help, 23% say they hardly ever get help, and 7% say they never get help.

- 49% say they visit to sit, read, and study, or watch or listen to media.

- 46% say they visit to use a research database.

- 41% say they visit to attend or bring a younger person to a class, program, or event designed for children or teens.

- 40% say they visit to ¬borrow a DVD or videotape of a movie or TV show.

- 31% say they visit to read or check out printed magazines or newspapers.

- 23% say they visit to attend a meeting of a group to which they belong.

- 21% say they visit to attend a class, program, or lecture for adults.

- 17% say they visit to borrow or download an audio book.

- 16% say they visit to borrow a music CD.

Internet use at libraries

Some 26% of Americans ages 16 and older say they used the computers there or the WiFi connection to go online. Here's what they did on that free internet access:

- 66% of those who used the internet at a library in the past 12 months did research for school or work.

- 63% say they browsed the internet for fun or to pass the time.

- 54% say they used email.

- 47% say they got health information.

- 41% say they visited government websites or got information about government services.

- 36% say they looked for jobs or applied for jobs online.

- 35% say they visited social networking sites.

- 26% say they downloaded or watched online video.

- 16% say they bought a product online.

- 16% say they paid bills or did online banking.

- 16% say they took an online class or completed an online certification program.

Additionally, some 36% of those who had ever visited a library say the library staff had helped them use a computer or the internet at a library.

African-Americans and Hispanics are especially tied to their libraries and eager to see new services

Compared to whites, African-Americans and Hispanics are more likely to say libraries are important to them and their families, to say libraries are important to their communities, to access the internet at the library (and feel internet access is a very important service libraries provide), to use library internet access to hunt/apply for jobs, and to visit libraries just to sit and read or study.

For almost all of the library resources we asked about, African-Americans and Hispanics are significantly more likely than whites to consider them "very important" to the community. That includes: reference librarians, free access to computers/internet, quiet study spaces, research resources, jobs and careers resources, free events, and free meeting spaces.
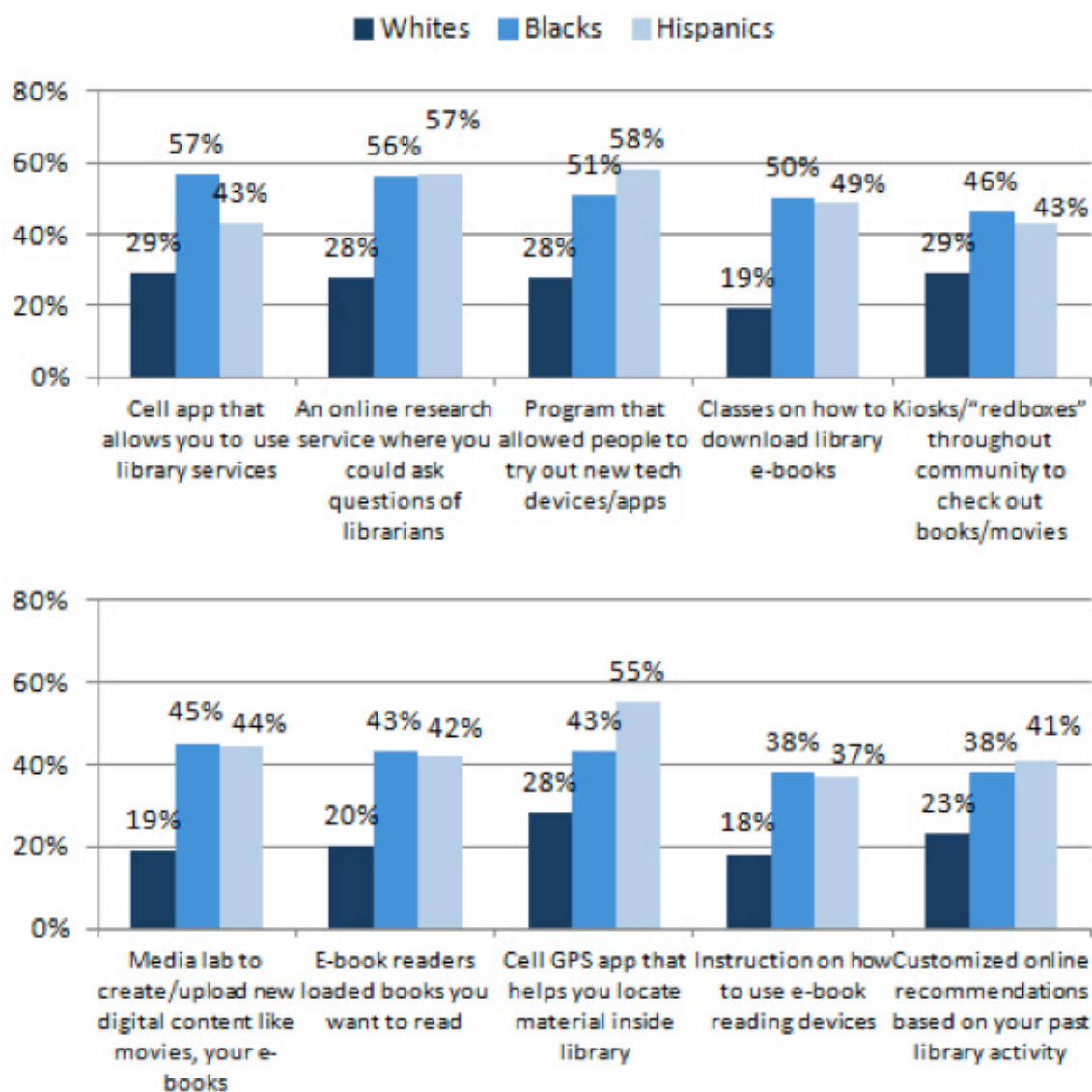
When it comes to future services, African-Americans and Hispanics are more likely than whites to support segregating library spaces for different services, having more comfortable spaces for reading, working and relaxing, offering more learning experiences similar to museum exhibits, helping users digitize material such as family photos or historical documents.

Also, minorities are more likely than whites to say they would use these new services specified in the charts below.

Statistical analysis that controls for a variety of demographic factors such as income, educational attainment, and age shows that race and ethnicity are significant independent predictors of people's attitudes about the role of libraries in communities, about current library services, and about their likely use of the future library services we queried.

Blacks and Hispanics more likely to say they would be likely to use new library services

Among all Americans ages 16+, the percentage who say they would be "very likely" to use these services at their local public library

■ Whites ■ Blacks ■ Hispanics

Chart 1 (top):

Service	Whites	Blacks	Hispanics
Cell app that allows you to use library services	29%	57%	43%
An online research service where you could ask questions of librarians	28%	56%	57%
Program that allowed people to try out new tech devices/apps	28%	51%	58%
Classes on how to download library e-books	19%	50%	49%
Kiosks/"redboxes" throughout community to check out books/movies	29%	46%	43%

Chart 2 (bottom):

Service	Whites	Blacks	Hispanics
Media lab to create/upload new digital content like movies, your e-books	19%	45%	44%
E-book readers loaded books you want to read	20%	43%	42%
Cell GPS app that helps you locate material inside library	28%	43%	55%
Instruction on how to use e-book reading devices	18%	38%	37%
Customized online recommendations based on your past library activity	23%	38%	41%

Source: Pew Research Center Internet & American Life Project Library Services Survey. October 15-November 10, 2012. N=2,252 Americans ages 16 and older. Split sample for these activities. N for whites= 790 in Form A and 782 in Form B. N for blacks=126 in Form A and 117 in Form B. N for Hispanics=138 in Form A and 139 in Form B. Interviews were conducted in English and Spanish and on landline and cell phones.

In addition, African-Americans are more likely than whites to say they have "very positive" experiences at libraries, to visit libraries to get help from a librarian, to bring children or grandchildren to library programs.

About this research

This report explores the changing world of library services by exploring the activities at libraries that are already in transition and the kinds of services citizens would like to see if they could redesign libraries themselves. It is part of a larger research effort by the Pew Research Center's Internet & American Life Project that is exploring the role libraries play in people's lives and in their communities. The research is underwritten by the Bill & Melinda Gates Foundation.

This report contains findings from a survey of 2,252 Americans ages 16 and above between October 15 and November 10, 2012. The surveys were administered on half on landline phones and half on cellphones and were conducted in English and Spanish. The margin of error for the full survey is plus or minus 2.3 percentage points.

There were several long lists of activities and services in the phone survey. In many cases, we asked half the respondents about one set of activities and the other half of the respondents were asked about a different set of activities. These findings are representative of the population ages 16 and above, but it is important to note that the margin of error rises when only a portion of respondents is asked a question.

There are also findings in this report that come from an online panel canvassing of librarians who have volunteered to participate in Pew Internet surveys. Some 2,067 library staff members participated in the online canvassing that took place between December 17 and December 27, 2012. No statistical results from that canvassing are reported here because it was an opt-in opportunity meant to draw out comments from patrons and librarians, and the findings are not part of a representative, probability sample. Instead, we highlight librarians' written answers to open-ended questions that illustrate how they are thinking about and implementing new library services.

In addition, we quote librarians and library patrons who participated in focus groups in-person and online that were devoted to discussions about library services and the future of libraries. One batch of in-person focus groups was conducted in Chicago on September 19-20. Other focus groups were conducted in Denver on October 3-4 and in Charlotte, N.C. on December 11-12. Some 2,067 library staff members participated in the online panel.

About Pew Internet

The Pew Research Center's Internet & American Life Project is an initiative of the Pew Research Center, a nonprofit "fact tank" that provides information on the issues, attitudes, and trends shaping America and the world. The Pew Internet Project explores the impact of the internet on children, families, communities, the work place, schools, health care and civic/political life. The Project is nonpartisan and takes no position on policy issues. Support for the Project is provided by The Pew Charitable Trusts. More information is available at *pewinternet.org*.

Advisors for this research

A number of experts have helped Pew Internet in this research effort:

Larra Clark, American Library Association, Office for Information Technology Policy

Mike Crandall, Professor, Information School, University of Washington

Allison Davis, Senior Vice President, GMMB

Catherine De Rosa, Vice President, OCLC

LaToya Devezin, American Library Association Spectrum Scholar and librarian, Louisiana

Amy Eshelman, Program Leader for Education, Urban Libraries Council

Sarah Houghton, Director, San Rafael Public Library, California

Mimi Ito, Research Director of Digital Media and Learning Hub, University of California Humanities Research Institute

Patrick Losinski, Chief Executive Officer, Columbus Library, Ohio

Jo McGill, Director, Northern Territory Library, Australia

Dwight McInvaill, Director, Georgetown County Library, South Carolina

Bobbi Newman, Blogger, Librarian By Day

Carlos Manjarrez, Director, Office of Planning, Research and Evaluation, Institute of Museum and Library Services

Johana Orellana-Cabrera, American Library Association Spectrum Scholar and librarian in TX.

Mayur Patel, Vice President for Strategy and Assessment, John S. and James L. Knight Foundation

Karen Archer Perry, Senior Program Officer, Global Libraries, Bill & Melinda Gates Foundation

Sharman Smith, Executive Director, Mississippi Library Commission

Michael Kelley, Editor-in-Chief, Library Journal

Disclaimer from the Bill & Melinda Gates Foundation

This report is based on research funded in part by the Bill & Melinda Gates Foundation. The findings and conclusions contained within are those of the author and do not necessarily reflect positions or policies of the Bill & Melinda Gates Foundation.

REPORT MATERIALS (found at http://libraries.pewinternet.org/2013/01/22/library-services/)

- Complete Report

- Topline Questionnaire

- Methodology

- Appendix

TABLE OF CONTENTS